APRIL 11, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

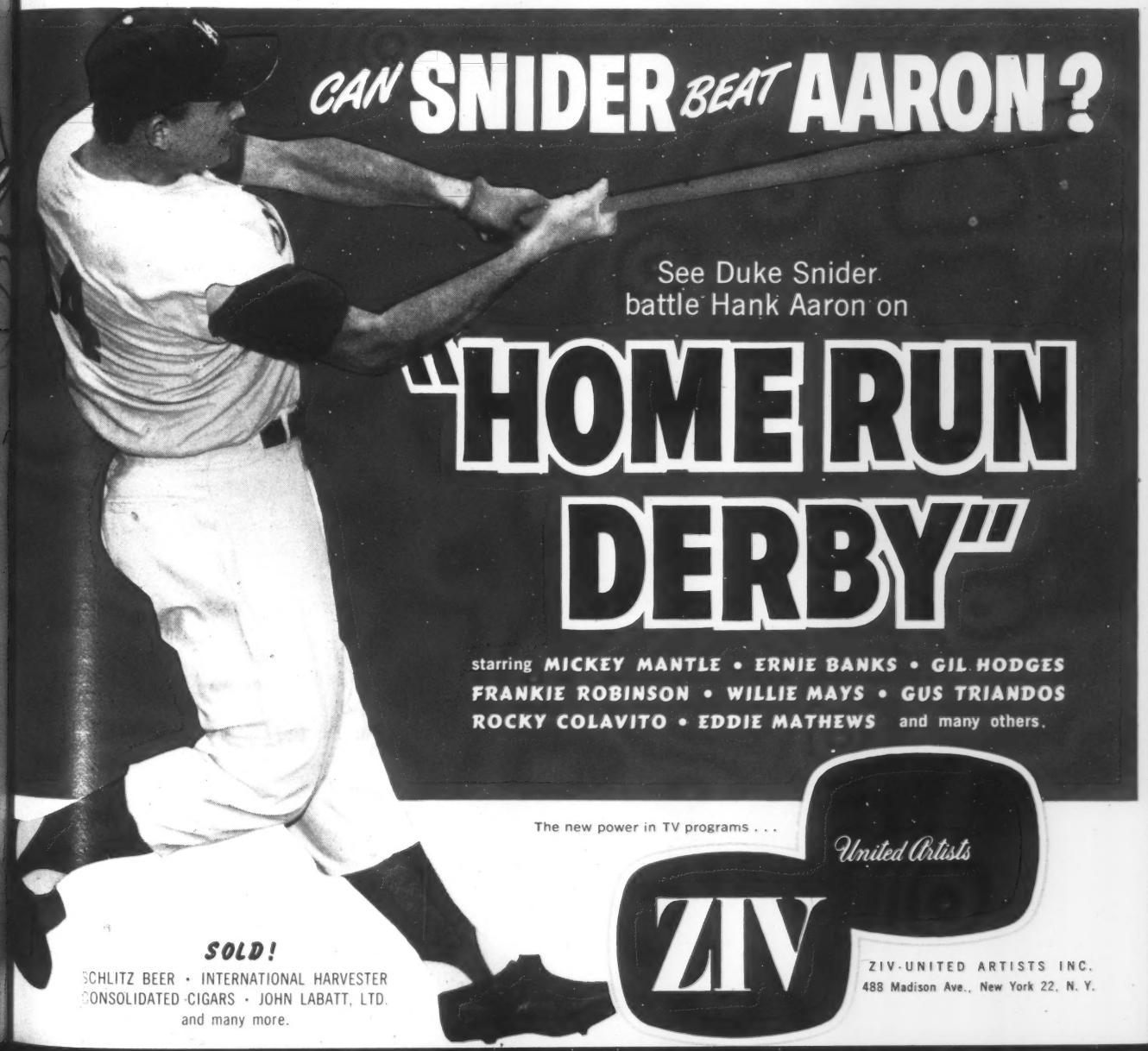
IN THIS ISSUE: COMPLETE INDEX PAGE 7

Networks on the ready-line for fall battle of ratings — Page 27

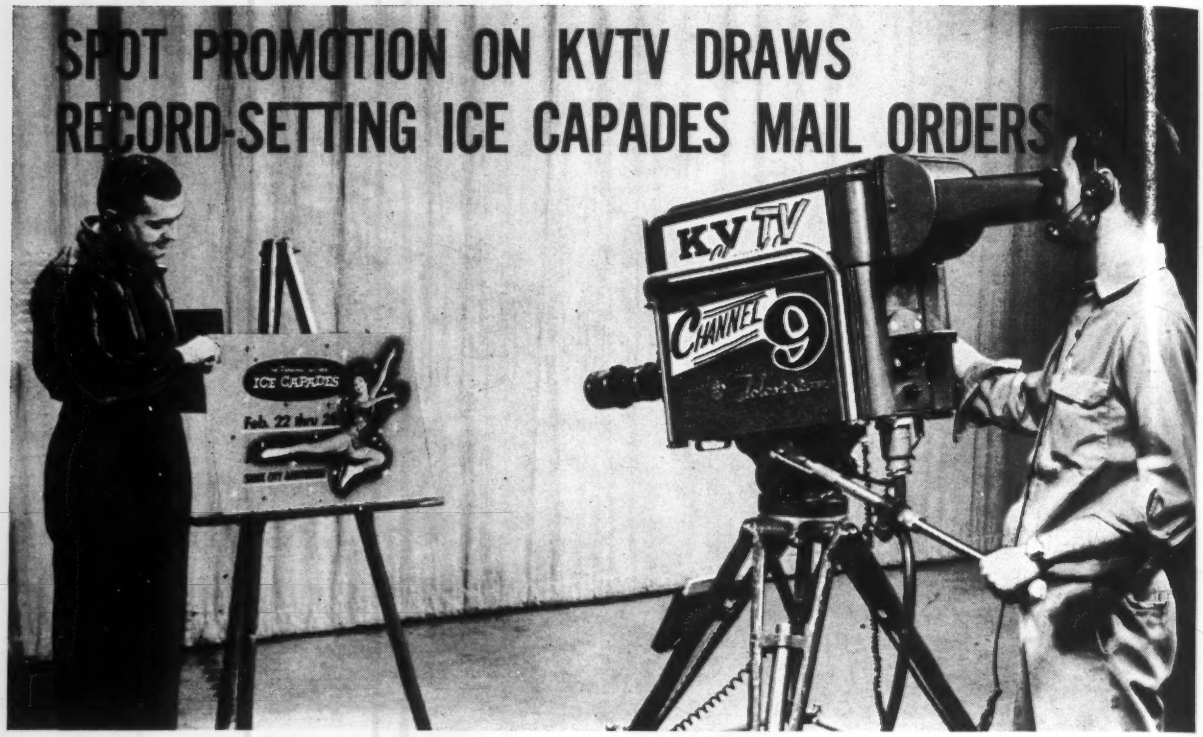
How major auto makers spent their tv money in '59 — Page 30

Little solace for radio-tv at NAB Chicago sessions — Page 46

Equipment wonderland: bright spot of convention — Page 94


CAN SNIDER BEAT AARON?
See Duke Snider battle Hank Aaron on
"HOME RUN DERBY"
starring MICKEY MANTLE • ERNIE BANKS • GIL HODGES
FRANKIE ROBINSON • WILLIE MAYS • GUS TRIANDOS
ROCKY COLAVITO • EDDIE MATHEWS and many others.
The new power in TV programs . . .
United Artists
ZIV
SOLD!
SCHLITZ BEER • INTERNATIONAL HARVESTER
CONSOLIDATED CIGARS • JOHN LABATT, LTD.
and many more.
ZIV-UNITED ARTISTS INC.
488 Madison Ave., New York 22, N. Y.

SPOT PROMOTION ON KVTV DRAWS RECORD-SETTING ICE CAPADES MAIL ORDERS



NO MATTER WHAT TIME IT IS . . .

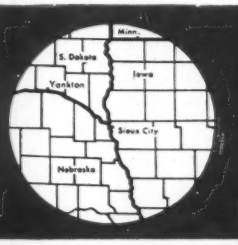
MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Things looked bad for the Ice Capades Show in Sioux City last February. Winter storms and flu hit the city at the same time, and the wrong time. But mail orders from surrounding counties saved the day. People came from as far as 150 miles from parts of four states. The 10 Ice Capades shows drew near-capacity houses in spite of the weather and flu! The majority of the promotion budget was spent on a saturation spot schedule on KVTV Channel 9. As Bill Hawkins, promotion director for the Harmon-O'Laughlin Enterprises stated: "With things against us the way they were I give TV, especially KVTV, the lion's share of the credit for saving the show." More proof that no matter what time it is — day or night — more people in the Sioux City area watch KVTV.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC



PEOPLES BROADCASTING CORPORATION

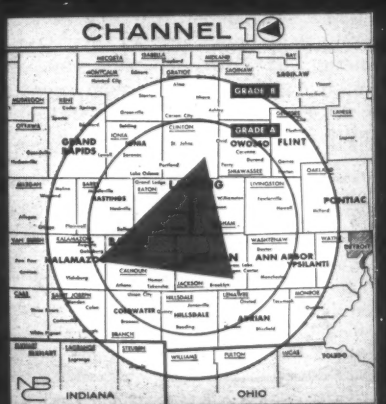
KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia

ONE MOVE TAKES ALL THREE

JACKSON

LANSING

BATTLE CREEK



WILX

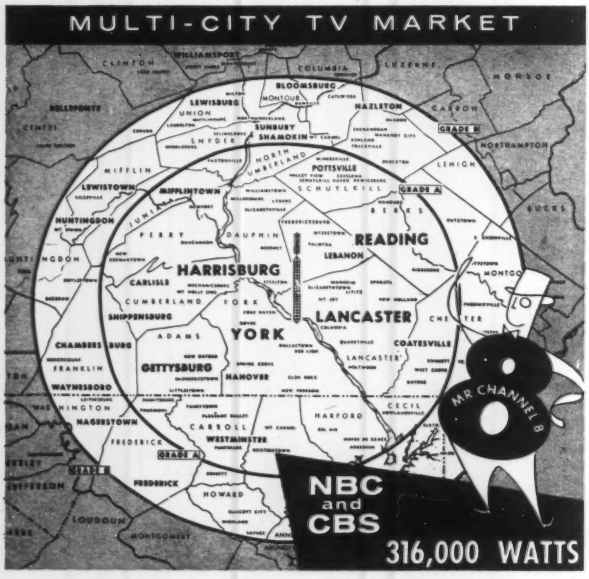
WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WGAL-TV

viewers spend well and wisely

$3,871,587,000 retail sales



There's a story of sales-security for your product in this far-reaching Channel 8 market. Here are prospects with money to spend. But, more potent is the fact that station WGAL-TV delivers an audience which is greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Triangle's quota ■ KFSD-AM-TV San Diego is earmarked for acquisition by Triangle Publications. Property (ch. 10 KFSD-TV on air since 1953, and 5 kw 600 kc KFSD established in 1925) is owned by *Newsweek* magazine, 46.22%, and Fox, Wells & Rogers, 42.55%. Price believed to be in neighborhood of $7 million, with transaction understood to have been negotiated through Howard Stark, broker.

Triangle, in addition to Philadelphia Inquirer, Tv Guide *and associated publications, owns WFIL-AM-FM-TV Philadelphia, WFBG - AM - TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y.; WNHC - AM - FM - TV New Haven, Conn., and KFRE-AM-TV and KRFM (FM) Fresno, Calif. All tv outlets are vhf except WLYH-TV. Fresno may become uhf under pending FCC proposal* (BROADCASTING, *March 28). Acquisition of KFSD-TV would give Triangle full portfolio—five v's and two u's.*

Make haste slowly ■ Although several hundred names have been advanced to NAB selection committee for late Harold Fellows' successor as NAB president, there's little likelihood that fast action will be taken. Under chairmanship of Howard Lane (KOIN-AM-TV Portland) eight-man committee is screening suggestions and is soliciting more. If right man emerges, committee could move swiftly in making its recommendation to combined boards, but best guess is that several weeks—maybe months—may elapse before crystallization. Nominees include many figures in public life, leading broadcasters, members of Congress, judges and attorneys.

More than cursory thought is being given to dual top echelon of NAB, with policy-level president and administrative-level executive vice president. There's also suggestion, favorably received in some quarters, that board chairmanship (Mr. Fellows held dual role of chairman and president) be rotated annually among top broadcasters as is done in other associations. Recipient of distinguished service award (Clair McCollough, chairman of temporary regency, was this year's selection) would automatically become board chairman.

ABC's option ■ ABC-TV's placement of one of its "Doerfer plan" public service half-hours in 7-7:30 p.m. slot (*Expedition* on Tuesdays) is being branded breach of faith by representatives of both CBS-TV and NBC-TV. Those critics feel there was gentleman's agreement to put public service commitments into normal option time, as CBS and NBC have done. ABC-TV says it's amending station contracts to bring 7-7:30 into network option time on Tuesdays. It argues that this series of visits to famous places ought to be available to youth as well as adults and says that, indeed, possibility of thus revising option time for public service show was discussed with ex-FCC Chairman John Doerfer in presence of top CBS and NBC officials and that they did not protest.

Harris and Sec. 317 ■ Subject of sponsorship identification is going to get airing even before May 2 deadline for comments on FCC's controversial March 16 interpretation. It is integral part of HR-11341, introduced by Rep. Oren Harris (D-Ark.) just two weeks ago and among batch of bills to be considered by Mr. Harris' House Commerce Committee tomorrow (story page 92). Lead-off witnesses are FCC commissioners, and bill's Sec. 317 revisions are bound to be related to FCC's action.

Congressman Harris' bill goes step beyond FCC posture on definition of payment or consideration. Bill identifies use of "property" as payment—which would mean that any material given to station would have to be counted as commercial (free records, for example). This is doubly dangerous to broadcasters for passage of bill would freeze FCC's present position into statute.

UPI and tape ■ New audio tape service for radio stations is being developed by United Press International. There was test run last week when taped interview with eloping heiress Gamble Benedict and Andre Porumbeanu was offered to UPI radio clients and taken by some 30 stations. Tape service, expected to start later this year, will deal primarily with news-feature material and will be handled by mail.

Catv empire ■ TelePrompTer Corp., which now owns four community antenna systems in mountain states plus one microwave relay, is in final negotiations for four additional systems and has options on 11 others, plus two additional microwave relays, according to Irving B. Kahn, president. Aside from independent operation of catvs, it's presumed that TelePrompTer, which is partly owned by Western Union, contemplates tieing in service eventually with its closed circuit operations in major markets. While no estimate of investment was given, it's known to run substantially into seven figures.

TelePrompTer Corp. has repurchased its European licensee, TelePrompTer Ltd. of London. Company will serve as headquarters for European and overseas operations in closed circuit and related areas. Company also is entering Asiatic field, according to Mr. Kahn, who has just returned from round-the-world trip, with emphasis on underdeveloped nations.

Watch for fm ■ There's one problem confronting fm broadcasting that may temper new enthusiasm for medium following NAB convention: With number of stations doubling, tripling and even quintupling in many markets, there may be temporary down-swing in average time sales. But fm's supporters figure medium will recover through sheer momentum of spirited selling, attractive programming and growth of circulation.

Last-minute escape ■ Goar Mestre, Cuban broadcasting executive and businessman, got out of Havana one hour before his properties and accounts were impounded and taken over by Castro government. Details are not revealed, but he is now in United States. Mr. Mestre, well known to American broadcasters and heretofore regular attendant at NAB conventions, did not make Chicago sessions. Mrs. Mestre, an Argentine citizen, is applicant for new television facility in that republic, and Mr. Mestre may build that station while awaiting outcome of events in Cuba.

Inflation note ■ Elroy McCaw's WINS New York independent is object of many acquisitive attentions. Reports were current last week that offers as high as $10 million had been made for station which was purchased by Mr. McCaw for $450,000 in 1953.

Network breather ■ Shift of House Oversight's Dick Clark hearings from tentative April 21 hearing to April 26 set some observers thinking last week Chairman Harris might shoehorn in hearings on network regulation bills (HR 11340, others) April 20-21, after Congress returns from Easter recess. But network sources say they had reasonable assurance network regulation bills won't be heard until May. If that schedule pans out, networks are reasonably safe from regulatory legislation now. Congress hopes to adjourn in June.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

ELECTED in a LANDSLIDE

by your best customer (the woman viewer)

NIELSEN*
45.7% share of Women Viewers
*Nov. thru Dec. 1959
9 AM to 5 PM

WJBK-TV	**45.7%**
Station A	24.8%
Station B	18.9%
Station C	10.6%

Call KATZ for the complete "Tabulation of Women Viewers"

The 1960 Presidential race understandably is a major topic of conversation in Detroit as elsewhere. But in daytime television in Detroit, women viewers already have voted overwhelmingly for WJBK-TV. According to Nielsen's two-month figures, it's Channel 2 almost 2 to 1 over the closest competitor, with proportionately lower cost per thousand.

in DETROIT you know where you're going with WJBK-TV

A STORER STATION • CBS • CHANNEL 2

WEEK IN BRIEF

MR. COLE

East is east and west is west ■ The twain never meets because "coasts prejudice" is so deeply rooted that there is little hope for any sort of empathy between the Madison Avenuer and the Sunset Boulevarder. Not only are neuroses different, but clothes, women, booze and other hobbies seem to take different forms and shapes east and west. But there's a chance for a happy marriage between Hollywood producers and New York tv experts according to John G. Cole, senior tv producer, Sullivan, Stauffer, Colwell & Bayles, *N.Y.*, (but recently transferred from *Hollywood*) in this week's MONDAY MEMO. Page **22.**

Networks setting up fall battle lines ■ Tentative plans reveal fewer westerns, more situation comedies. CBS plans more specials. Page **27.**

ABC-TV hails gains ■ Affiliates in peppy meeting hear progress reports, see blueprints for 15 new nighttime programs. Page **28.**

NBC-TV reveals its fall plans too ■ Affiliates told network plans to spend $120 million putting fall shows together. Page **30.**

Automakers set record in 1959 ■ They spent $48 million in tv. Spot tv tripled over previous year as network spending dropped $4.5 million. Page **30.**

BBDO pleases Pepsi ■ After month of examining agencies, soft drink advertiser selects BBDO to replace Kenyon & Eckhardt as agency for estimated $10-12 million account. Page **34.**

The confusing Chicago story ■ NAB holds biggest, best-attended convention in history. Broadcasters returned home just as confused, however, about the FCC's recent Sec. 317 interpretation. Pages **46-82.**

Tv networks gross 10.9% more ■ January 1960 total network gross billing hits over $57.7 million. Page **83.**

WFCC gets it again ■ The agency gets another full scaled investigation. This time its the House Independent Offices Appropriations Subcommittee quizzing commissioners on the 1960-61 budget. Page **84.**

Credit where it's due ■ Rep. Emanuel Celler, who's tilted lots of lances at broadcasters, this time tilts his hat to nine New York stations. Page **90.**

Equipment: automation spreads ■ Exhibition hall at the NAB convention clearly displayed how automation is mushrooming as the equipment design answer to rising manpower and maintenance costs. New interest in fm and color tv also was evident. Electronic editing of video tape and other innovations displayed. Page **94.**

Big settlement ■ Musicians accept $3.5 million offered by American Federation of Musicians to settle trust fund policy case. Page **102.**

Whip cracks in Canada ■ Board of Broadcast Governors limits border outlet CKLW-TV Windsor, Ont.-Detroit renewal to one year. Takes others to task for non-Canadian programming. Page **105.**

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	105
BROADCAST ADVERTISING	30	LEAD STORY	27
BUSINESS BRIEFLY	37	THE MEDIA	46
CHANGING HANDS	60	MONDAY MEMO	22
CLOSED CIRCUIT	5	OPEN MIKE	19
COLORCASTING	104	OUR RESPECTS	125
DATEBOOK	14	PROGRAMMING	102
EDITORIAL PAGE	126	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	94		
FANFARE	106		
FATES & FORTUNES	108		
FOR THE RECORD	114		
GOVERNMENT	84		

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	61.0	21.6
Mon.-Fri. 12:00 noon 6:00 pm	66.0	15.1

C. E. Hooper — January, February, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

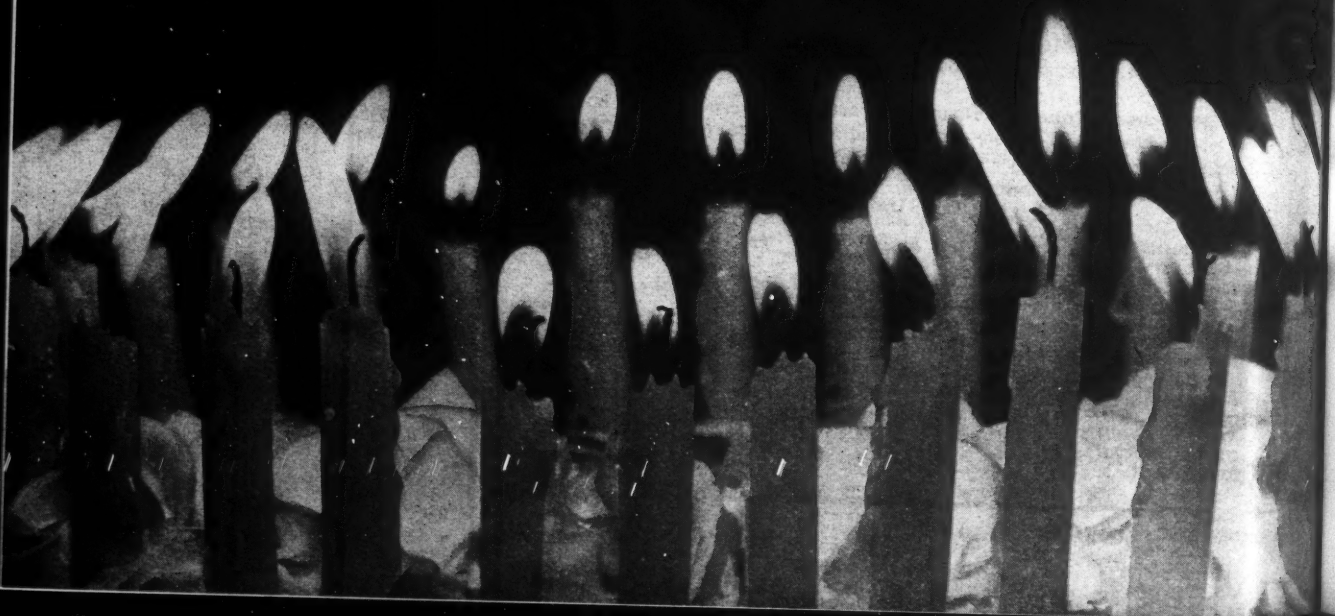
WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

35 YEARS OF RADIO WITH A REASON

WTIC

50,000 WATTS HARTFORD CONNECTICUT

SERVING SOUTHERN NEW ENGLAND



AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Bartlesville pay tv firm may try again

Man who stubbed his financial toe in pay tv test in Bartlesville, Okla., wants to try again after studying new facets of Toronto's experiment.

Video Independent Theatres Corp., which operated unsuccessful pay tv experiment in Bartlesville in 1957, is negotiating with International Telemeter Co. for Telemeter franchises in as many as 36 cities and towns in Southwest, including Bartlesville.

Henry Griffing, president of Video Independent Theatres, told news conference in New York Friday (April 8) that he had "just returned from Toronto" where he had studied Telemeter's Toronto wired tv pay operation and is convinced that this "was the most exciting and revolutionary entertainment innovation since the advent of talking pictures." He said he has permits to operate pay tv systems in 36 municipalities.

Louis A. Novins, Telemeter president who attended conference, confirmed that negotiations are in progress but would not elaborate on the imminence of agreement between Telemeter and Video Independent. He added that "We'll be able to answer with more precision shortly."

Mr. Griffing said Telemeter system is "more practicable" than Bartlesville operation because Toronto customer pays cash for each program and selects and pays for only those programs desired. In Bartlesville, he explained, customers paid monthly fee and had no choice of programming. There were no means of ascertaining how many people saw given show in Oklahoma pay tv project, he added.

Video Independent Theatres, in addition to movie chain, is multiple owner of community tv systems in southwest, including Ardmore, Altus, Mangum, Hugo and Hobart, Oklahoma; Sherman, Wellington, Childress, Port Lavaca and Memphis, Texas; Concordia, Kansas; Clarksdale and Gulfport, Mississippi. Theatre company also has major interests in KWTV (TV) Oklahoma City, KTUL-TV Tulsa and KATV(TV) Little Rock.

Station sales granted

Following sales of radio stations were approved Friday by FCC:

■ WKCB-WKCQ (FM)—Sold by Richard P. McGee to John J. and Elizabeth M. Bowman for $157,500.

■ KXGI Ft. Madison, Iowa—Sold by Richard and Cecil Gillespie to Hayward L. Talley for $109,300, plus $8,200 not to compete within 50 miles for 10 years. Mr. Talley is majority owner of WSMI Litchfield, Ill.

■ WRIM Pahokee, Fla.—Sold by Garden of the Glades Co. (Max Mace, president) to Jack Mann, Robert R. Pauley, Richard S. Jackson and Peter Taylor for $45,000. Mr. Mann owns WTYS Marianna, Fla.

■ KSFE Needles, Calif.—Sold by Needles Broadcasting Co. (B. J. Fitzpatrick, president) to SHS Broadcasting Corp. (D. Shuirman, president), for $35,000 with option to purchase land and buildings.

Sale of WSHE Raleigh, N. C., by John C. Green Jr. and associates to Louis P. Heyman for $166,500 has been announced. Station is 500 w daytimer on 570 kc. Transaction was handled by David Jaret Corp. and is subject to FCC approval.

CBS remains firm in race issue denial

CBS stood firm Friday in its denial that CBS-TV camera crew had instigated racial demonstration in Nashville, Tenn., in hopes of getting films of violence.

CBS officials reiterated their position after Tennessee Gov. Buford Ellington renewed his charges, first leveled two weeks earlier. They said crew was in Nashville to film documentary on training methods used by Negroes in campaign for equal treatment at lunch counters and was not even aware that sit-in demonstrations were planned until they were under way. They "categorically" denied instigation charges, which they said were started by newspaperman who was denied admittance to "sit-in school" which CBS crew had permission to cover.

Gov. Ellington, who rejected CBS President Frank Stanton's demand for apology for his original accusation, renewed charge on strength of state investigation which he claimed proved him right in first place.

Agency merger

Agreement for proposed merger between Anderson & Cairns, New York, and James Thomas Chirurg Co., New York and Boston, was announced Friday subject to confirmation by stockholders of both agencies. Combined billings total $11 million.

Peace treaty framed in SAG strike

Producers of theatrical motion pictures will pay actors 6% of receipts, minus deduction of 40% for distribution expenses, when films made after Jan. 1, 1960 are released to free tv under distribution agreement, according to contract announced Friday (April 8) by negotiators for Screen Actors Guild and Assn. of Motion Picture Producers. When ratified by members of SAG and AMPP, new pact will be effective retroactive to Feb. 1, 1960.

If theatrical pictures made after Jan. 31 are sold outright to tv, deduction is reduced to 10%. For movies made between Aug. 1, 1948 and Jan. 31, 1960, actors will receive no additional payment. However, producers agreed to make past-service-credit payment of $2.25 million in 10 annual installments to bring actors into line with industry pension plan in effect for other movie workers since 1953. Producers also agreed to make initial payment of $375,000 to establish health and welfare fund for actors, plus sum equal to 5% of actors' salaries up to maximum of $100,000 per actor per picture for work done after Jan. 31, 1960.

Contract lumps pay tv with theatrical movies, but provides that if pay tv becomes reality, with "material effect on the theatrical box office," contract can be reopened in its final year on minimum wage rates only.

SAG will mail ballots this week to members to vote on terms of contract. Mass-membership meeting, called for April 18, will vote on ending strike against major studios, which began March 7.

AT DEADLINE CONTINUED

Conelrad filing delayed

FCC Friday postponed deadline for comments on Conelrad attention signal standards (BROADCASTING, March 21) from April 11 to June 13. This was at request of NAB (early story page 87). Commission Friday also amended rules to give non-network-affiliated stations free telephone connection to aural broadcast networks during Conelrad drill or radio alert. This provision applies only to independent stations holding FCC national defense emergency authorizations and which have connection to telephone company central office for this purpose. Network approval also must be obtained, FCC said.

Slim witness list

NAB's Vincent Wasilewski, government relations manager, was added Friday to sparse list of witnesses who'll testify at two-day House Communications & Power Subcommittee hearings tomorrow (Tuesday) and Wednesday (story page 92). ABC and NBC have no plans to testify, latter observing notice was short and was issued while everybody was at NAB convention.

President Frank Fletcher of Federal Communications Bar Assn. said FCBA's executive committee will meet today to decide on taking position on bills under study and, if so, he or Warren Baker, chairman of FCBA's legislative committee, will be spokesman.

Business briefly

Pistols & patriots ■ Canada Dry Bottlers reportedly shopping for concentrated radio schedules in 100 or so "key markets" for tie-in next month with national promotion keyed to network tv. Canada Dry Corp. is spotlighting its sponsorship of ABC-TV *Walt Disney Presents* (Fri. 7:30-8:30 p.m.) with premiums, offering flintlock cap pistols for 50 cents and two bottle caps and distributing "Swamp Fox" comic books with soft-drink bottles. *Disney* Swamp Fox episodes deal with Revolutionary War guerrilla, Gen. Francis Marion. Agency is J.M. Mathes Inc., N.Y.

Will keep specials ■ Rexall's attachment to *National Velvet*, MGM-TV half hour series, for next fall will not mean complete pull-out by advertiser from specials. Rexall can be expected to continue sponsorship of one-time shots, though at lesser frequency, because of high success it's had over past years in dovetailing tv special with Rexall's famous 1¢ sale promotion. BBDO is agency.

Bell rings again ■ AT&T has renewed *Bell Telephone Hour* on NBC-TV next season with alternate-week hour shows, still on Friday but half-hour later, 9-10 p.m., beginning Sept. 30. Schedule will be expanded beyond this season's 13, which ends April 29, but network and sponsor would not say how much. AT&T also will telecast one new show in science series of past several seasons (this year's two were re-run hours). Agency: N.W. Ayer & Son, Phila.

Shirt tale ■ Manhattan Shirt Co., N.Y., is setting overall ad budget for fall three times greater than last autumn. Tv will figure in Manhattan's planning, availabilities for spot to be shopped in late spring or early summer (campaign kicks off in August). Manhattan may "spot" in network (participations). Daniel & Charles, N.Y., is agency.

Jonesboro, Ark., ch. 8

FCC Friday (April 8) made effective immediately March 10 initial decision and granted ch. 8 Jonesboro, Ark., to George T. Hernreich. Mr. Hernreich was only applicant remaining for new tv station following withdrawal several weeks ago of KBTM Jonesboro. He owns KFPW Ft. Smith, Ark., and formerly owned 50% of KNAC-TV (now KFSA-TV) Ft. Smith.

MGM-TV signs Ferrer

Jose Ferrer signed by MGM-TV to produce and star in *Hercule Poirot* to be filmed as weekly hour-long series based on Agatha Christie stories to which MGM-TV has tv rights. Mystery author Christie will be available as story consultant on series. MGM-TV Friday claimed advertiser interest already received in advance of company's formal announcement today (April 11).

WEEK'S HEADLINERS

Carl Burkland, veteran broadcaster serving as consultant to Television Information Office, named TIO general manager. He will serve under Louis Hausman, TIO director. Mr. Burkland, formerly CBS Spot Sales executive and executive vice-president of WAVY-TV Portsmouth-Newport News-Norfolk, Va., became TIO consultant last December. He previously served as general manager of WTOP Washington D.C.

MR. BURKLAND

MR. SCHMID

MR. HARDINGHAM

Robert A. Schmid, vice-president of Headley-Reed Co., New York, station representative, appointed executive vice-president and **I.N. (Jack) Hardingham,** promoted from vice-president to senior vice-president. Mr. Schmid, who joined Headley-Reed in 1959, is in charge of station development. Earlier he had been vice-president of RKO General and Mutual from 1945-58. Mr. Hardingham has been with Headley-Reed since 1950 in various executive capacities and earlier had been on sales staffs of WOV New York (now WADO) and NBC.

Robert M. Weitman, vice-president in charge of independent productions for CBS-TV, appointed vice-president in charge of television production for Metro-Goldwyn-Mayer, Culver City, Calif. The appointment was said to point up "increasing emphasis on television activities by MGM." Mr. Weitman joined CBS-TV in February 1956 as vice-president in charge of program development and earlier had been vice-president in charge of network programming and talent for ABC. George Shupert is vice-president in charge of television for MGM in New York.

MR. WEITMAN

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

MARIN
SAN FRANCISCO
OAKLAND
ALAMEDA
KTVU CHANNEL 2
San Francisco • Oakland
IMPACT
In this San Francisco Bay Area
through local interest in Sports,
News and Personalities.
KTVU
represented by H-R Television, Inc.

"East Side, West Side,

All Around the Town"...

AN OPEN LETTER TO DETROIT RADIO TIME BUYERS AND AD AGENCY EXECUTIVES

THIS is the story of the invisible Trojan Horse which rides the air waves of metropolitan Detroit, energized by kilowatts and kilocycles. He is an invisible enigma who would construct invisible barriers to limit the proved expanse of our radio waves. He presents to you a dramatic and presumably plausible story of our coverage limitations. He presents, in fact, everything but simple proof . . . the simple proof of turning on your AM radio during the daytime and tuning it to 1310.

Our Sales Representatives who regularly call on you have recently (we say "recently" . . . because for 13 years you have been buying us) . . . have recently been "snowed" with a new . . . and dangerously inaccurate "East Side Story" concerning the coverage of WKMH. When the story finally assumed proportions short of libel . . . here's what we did:

Jack Sitta (National Sales Manager, WKMH) and Bill Cartwright (Detroit Petry Representative) started out one cold Saturday morning to visit the homes of seven prominent Detroit Time Buyers and Agency Executives who live on the East Side. They were in a betting mood and were armed accordingly. They were also armed with a Six-Transistor Radio.

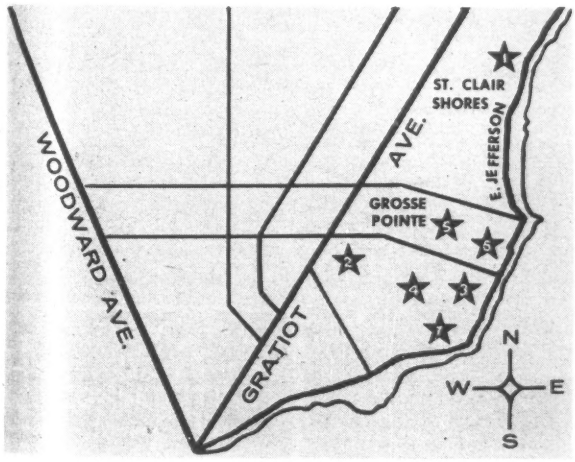
Their bet: That they could tune in WKMH clear as a bell in every one of these homes, even beyond Grosse Pointe, way out to St. Clair Shores. In no instance did they have to pay off on the bet. * * * In every instance, WKMH came in "loud and clear."

Moral: Time Buyers listen to a lot of salesmen. * * * Many of them are good salesmen. * * * Sometimes the enthusiasm of the pitch can cloud the facts. Yes, and sometimes . . . a Trojan Horse gets into the act and does a real disservice to radio—and to selling in general.

WE THOUGHT YOU'D BE INTERESTED

In knowing the locations of the east side friends and neighbors in whose homes Jack and Bill visited on Saturday, March 5, 1960—and where, without exception, WKMH was received "loud and clear." We didn't select where these people live; they did:

1. Cal Nixon, Young & Rubicam, Inc., 22037 Grossedale, St. Clair Shores
2. Judy Anderson, McCann-Erickson, Inc., 13585 Cedargrove, Detroit
3. Art Wible, Maxon, Inc., 1012 Buckingham Rd., Grosse Pointe
4. Ron Post, Ross Roy, 6126 Farmbrook, Detroit
5. Carl Hassel, Ross Roy, 445 Roland, Grosse Pointe
6. Woody Crouse, BBD & O, 211 Moran Rd., Grosse Pointe Farms
7. Jerry Abbs, Otto & Abbs, 1019 Cadieux Rd., Grosse Pointe



This Ad appeared in the Detroit News, Times and Free Press the week of March 14th.

"East Side, West Side, All Around the Town"...

WKMH

THE CBS STATION

BLANKETS DETROIT

Represented By EDWARD PETRY & CO., INC.

Everybody's watching . . .

WALB-TV

the only primary NBC outlet between Atlanta and the Gulf!

- WALB-TV is the only home-town station serving Albany, South Georgia's only metropolitan market.
- Grade "B" area also includes Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Over 750,000 people with $739 million spendable income!
- 316,000 watts . . . 1,000 foot tower!

WALB-TV

ALBANY, GA.
CHANNEL 10

NBC

Represented nationally by
Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

APRIL

*April 11—C. Chapin Cutler, Bell Telephone Labs., will speak on "Tv Relay Communications by Passive Satellites" before Professional Group on Broadcasting and Professional Group on Communications Systems, Institute of Radio Engineers, Washington chapter. 8 p.m., Pepco Auditorium, Washington, D.C.

April 11—Deadline for filing reply comments to proposed FCC amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 20—Radio Advertising Bureau area sales clinic, New York. For complete list of subsequent clinics and cities, see BROADCASTING, March 28.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the Advertising Federation of America, 250 West 57th Street, New York 19.

*April 20—Pittsburgh Radio & Television Club luncheon meeting. Comr. Edward T. Tait of FTC will be guest speaker. 12 noon, Hotel Sherwyn.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

*April 21—New York Chapter of Academy of Tv Arts & Sciences. Guest speaker: Robert W. Sarnoff, NBC board chairman. Luncheon meeting, Hotel Biltmore.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

*April 21—United Press International Broadcasters Assn. of Massachusetts, annual spring meeting. Raytheon laboratory, Wayland, Mass.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting. April 21: business sessions for members only. April 22: open also to advertiser and media guests; "How AAAA Is Working on the Problem of Objectionable Advertising," by Robert E. Allen, Fuller & Smith & Ross, AAAA content improvement committee chairman; speeches by Charles H. Brower, BBDO on agencies' creative responsibilities, and Herbert M. Cleaves, General Foods, on business man's view of sound advertising. April 23, also open: economic outlook by Martin Gainsbrugh, National Industrial Conference Board; reports by Sinclair Wood, British Institute of Practitioners in Advertising, Norman Cousins of "Saturday Review," Robert Ganger of D'Arcy Adv., AAAA chairman; presentation of Arthur Kudner Award by David Ogilvy of Ogilvy, Benson & Mather. Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego. Guest speakers: Rep. Bob Wilson (R-Calif.) and Paul Willis, vice president in charge of advertising for the Carnation Co.

*April 22-23—National Assn. of Educational Broadcasters, Region II annual conference Biltmore Hotel, Atlanta. FCC Comr. Rosel Hyde is featured speaker.

*April 22 — Arizona Broadcasters Assn. spring meeting at Sands Hotel, Tucson. Dr. Ben Markland, KUAT (TV), U. of Arizona tv station, and Richard S. Salant, CBS vp, will address morning session at the university. Charles H. Tower, manager, Dept. of Broadcast Personnel & Economics, NAB, will speak to afternoon session. Arizona's Gov. Paul Fannin will address evening banquet. Open discussion scheduled for afternoon, banquet for evening.

*April 22—Oral argument before FCC en banc on Boston ch. 5 rehearing involving purported ex parte representations, with initial decision by Judge Horace Stern recommending no disqualifications or vacating of grant.

April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, Monday, April 25th.) Speakers will be: Matthew Culligan, general corporate executive, McCann-Erickson; Mary Jane Morris, secretary, FCC; Grady Edney, national program director for radio, Storer Broadcasting Co.; Charles H. Tower, manager, Dept. of Broadcast Personnel & Economics, NAB; John F. White, president, National Educational Television.

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

*April 27—Radio & Television Executives Society roundtable on "How to Report a Political Convention" with J. Gilbert Baird, sales promotion manager, Westinghouse Electric's major appliances division, and Paul Levitan, CBS News' director of special events. Luncheon, 12:30 p.m., Palm Terrace, Hotel Roosevelt, New York.

April 28—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

April 28-30—Adv. Federation of America fifth district convention, Pick-Fort Hayes Hotel, Columbus, Ohio. Among speakers: Dallas Townsend, CBS News; Edward McNeilly, account executive, Doyle Dane Bernbach; George Head, advertising and sales promotion manager, National Cash Register Co.; Frank Lovejoy, Socony-Mobil, and Harry Bowzer, Dairy-Pak Butler. Preceding convention (April 28) will be reception and buffet. Winners of AFA fifth district advertising contest will be announced at Friday (April 29) luncheon, with presentation of district's Ad Man of Year at evening banquet. Advance registrations being accepted by Columbus Adv. Club of area Chamber of Commerce, 30 E. Broad St.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

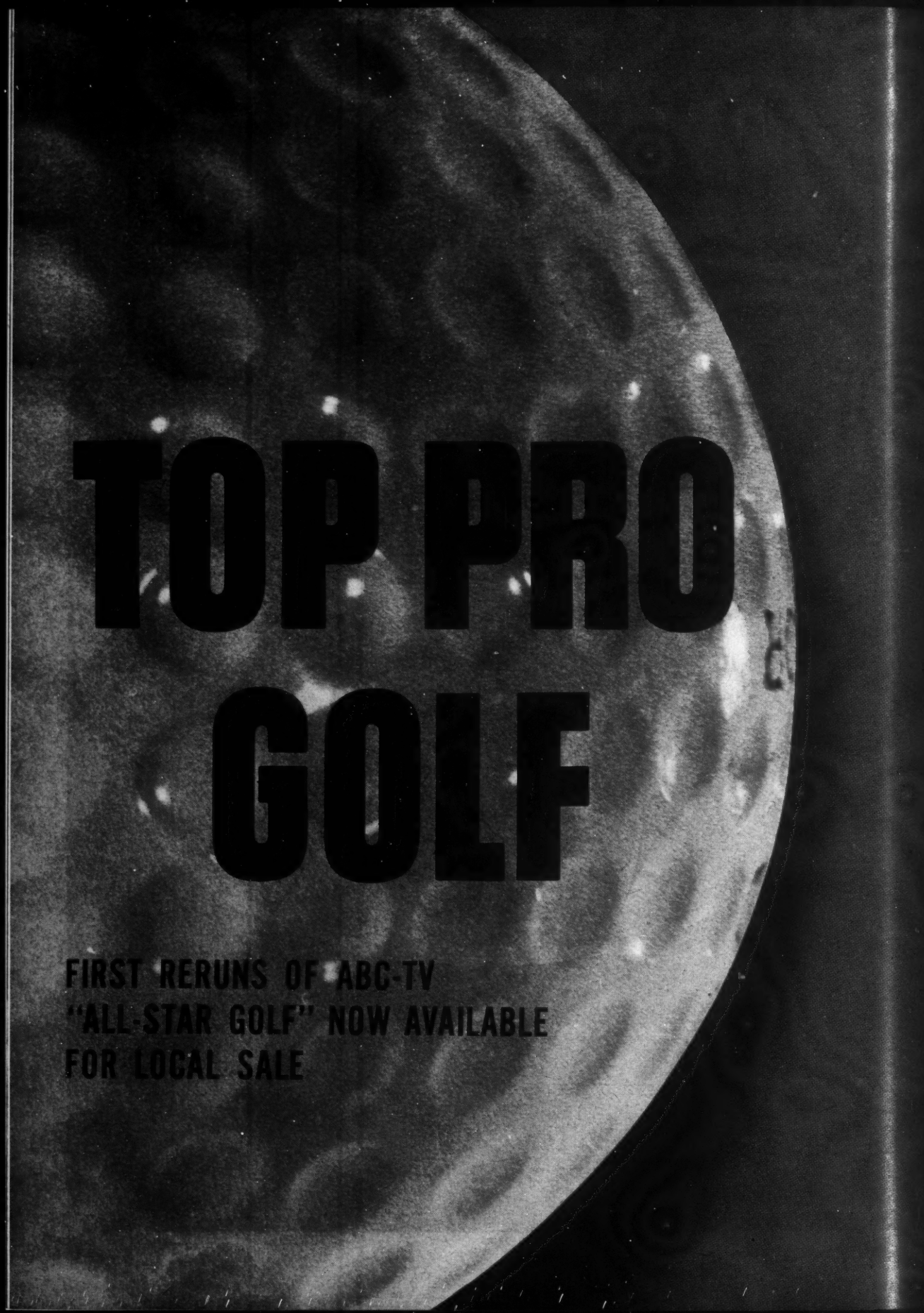
April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

KRON is TV in SF

San Franciscans are sold on KRON-TV

#1 TV STATION FOR 25 CONSECUTIVE MONTHS
(ARB total week share of audience, Jan. '58 - Jan. '60)

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •


TOP PRO
GOLF
FIRST RERUNS OF ABC-TV
"ALL-STAR GOLF" NOW AVAILABLE
FOR LOCAL SALE

DEC. 1959 RATINGS
MARKET BY MARKET

Albuquerque, N. Mex.	9.3
Augusta, Ga.	15.3
Baltimore, Md.	16.0
Birmingham, Ala.	15.9
Boston, Mass.	9.0
Cadillac—Traverse City, Mich.	12.8
Charleston, S. C.	13.8
Cleveland, Ohio	8.7
Columbia—Jefferson City, Mo.	17.5
Columbus, Ohio	9.4
Dallas, Tex.	10.5
Davenport—Rock Island—Moline, Ill.	11.3
Des Moines—Ames, Ia.	13.6
Detroit, Mich.	8.3
Durham—Raleigh, N. C.	9.3
Evansville, Ind.—Anderson, Ky.	16.1
Fresno, Calif.	11.0
Grand Rapids—Kalamazoo, Mich.	10.2
Greensboro—Winston-Salem, N. C.	12.5
Houston, Tex.	11.2
Jackson, Miss.	17.4
Jacksonville, Fla.	20.1
Johnson City, Tenn.—Bristol, Va.	17.3
Kansas City, Mo.	11.0
Louisville, Ky.	18.0
Milwaukee, Wisc.	9.3
Nashville, Tenn.	14.7
Norfolk—Portsmouth—Newport, Va.	25.3
Omaha, Nebr.	14.4
Philadelphia, Pa.	9.3
Pittsburgh, Pa.	11.3
Portland, Ore.	10.6
Richmond—Petersburg, Va.	11.3
Rome—Utica, N. Y.	19.6
Salt Lake City—Ogden—Provo, Utah	11.6
San Antonio, Tex.	15.0
San Francisco—Oakland, Calif.	9.8
Santa Barbara—San Louis Obispo, Calif.	20.1
Savannah, Ga.	15.0
Shreveport, La.	15.0
Sioux City, Ia.	11.5
Tulsa, Okla.	9.7

One hour of action-packed thrills—catching millions of viewers at the height of their golf enthusiasm!

Built-in sponsor loyalty during the big sportswear, beverage, outdoor living and spending season.

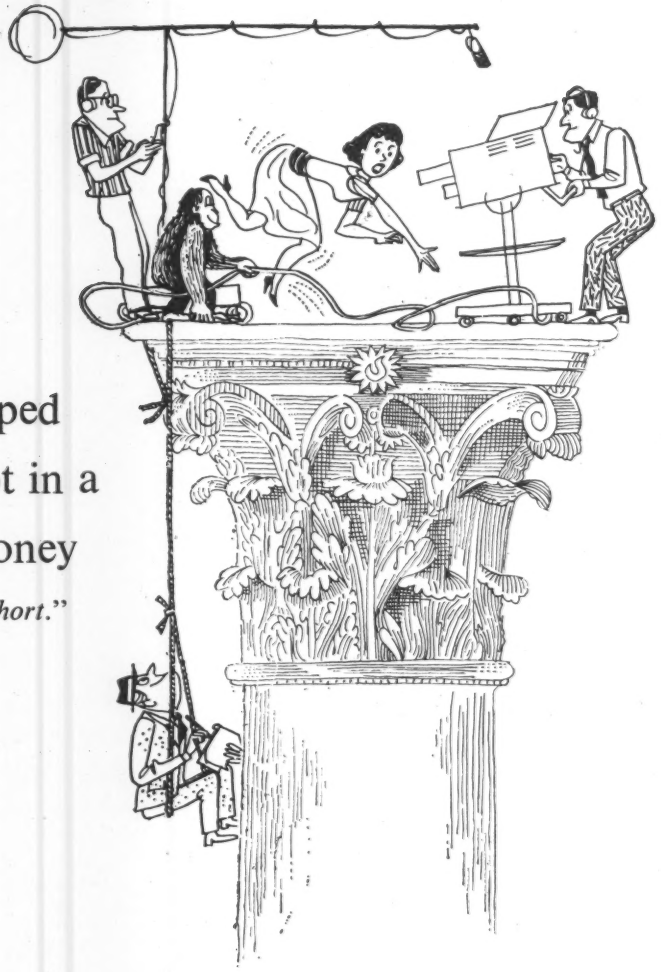
Released market-by-market just two weeks ago... 42 top markets already closed.

For details—wire or call

WALTER SCHWIMMER, INC.

FRanklin 2-4392

75 East Wacker Drive, Chicago 1, Illinois



"The cashier slipped and caught her foot in a loose basket of money

. . . now we are $12.60 short."

". . . but it's a small price to pay for the entertainment," concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

"Ask stout lady giving instructions to please join in . . ." "My tv picture's off but I still hear sound . . . hope you do hair-curling part again when set's fixed . . ." "My specialty is spaghetti . . . I get the real cheese at your brother's grocery. . . ." (From real, live letters; Ann's brother hasn't written, but we understand he also approves.)

The Ann Colone Show is daily confirmation of the vitality of local, live daytime tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS

Tv specials sell for Benrus

EDITOR: . . . I have been travelling extensively and have only just returned to my office to find myself modestly famous.

While I know that this fame is as ephemeral as today's snow, I am none the less most pleased. A good deal of the pleasure stems from hearing from nice people and friends who used my article in your magazine (MONDAY MEMO, page 24, March 14) as an excuse or a reason for calling me or writing me. . . .—*Harvey M. Bond, Advertising Director, Benrus Watch Co., New York.*

The other way around

EDITOR: Your good publication saw fit to report in some detail on the speech by Paul Morgan, Campbell-Mithun vice president and head of our Los Angeles office, to the Southern California Broadcasters Assn. (BROADCASTING, March 21).

Due apparently to a "lost line," you quote Mr. Morgan as saying " . . . saturation radio is . . . perhaps the number one mistake advertisers make in Los Angeles . . ."

Actually, Paul Morgan said just the opposite. To quote:

" . . . Saturation radio for mass-consumed products such as food gets buyer action! We have proof on this in product after product. . . . Don't undersell radio. Try to help the advertiser budget enough dollars to do the job. In my opinion, underbudgeting is perhaps the number one mistake advertisers make in Los Angeles."

The misquote places us in a position of seeming to talk against something we believe in strongly. *Walt Angrist, public relations director, Campbell-Mithun Inc., Minneapolis, Minn.*

Drug market potential

EDITOR: I was very interested in the announcement in your issue of March 7 (page 40) entitled "Drug market." It appears that a great opportunity awaits broadcasters in small and medium-sized communities for this kind of commercial traffic.

Our experience in a market of approximately 230,000 may be of interest: we learned that the average local drug store spent some $50 a year for advertising; we discovered that no commitments could be made by the local Pharmaceutical Assn. We were required to solicit some 80 drug stores individually . . .

In March 1957, NBC ran a tremendous 30-day promotion on a public-service basis for the local druggists of the nation. It appeared to furnish the ideal vehicle for my initial efforts with the druggists. Some 70 elected to supplement the promotion with minute spots . . . the average expenditure was $30. With an assist from one of the local suppliers we topped $2,500 in a category completely new to our station.

With our broadcast of Yankee baseball games beginning in mid-April, it was comparatively easy to capitalize on my many new contacts. A 30-minute program preceding the games was completely bought out by the druggists for the season . . . Some of the initial commitments are still in effect. The total budget for each drug store on our station starts from $180 a year and goes upward to include 20 or 30 clients who spend in excess of $250 a year.

Warning: Before the presentation, the decision must be made as to whether the promotion will be open or available only to the local Pharmaceutical Assn. members.—*Joseph P. Kimble, Sales Manager, WSCR Scranton, Pa.*

Criticism is two-way street

EDITOR: Agency media director Clay Rossland (Campbell-Mithun Inc., Chicago) charges because newspapers are competitive to broadcasting press viewpoints "are not necessarily . . . unbiased" (MONDAY MEMO, page 20, March 21). True!

Most Detroit critics I know, jolly old Andy Wilson (radio-tv, *Times*), twinkling brush-cut J. Dorsey Callaghan (drama, *Free Press*) and amiable John McManus (books, *News*), for example, are biased in favor of the media they criticize.

If they weren't they'd be raving mad men. Is agency-man Rossland so acclimated to sponsor-subservience he can't understand the simple fact of the press that most editors and publishers wouldn't dream of asking critics to slant their stuff?

Point in example: Harvey Taylor writing in *Detroit Times* of Civic Light Opera (big deal, now defunct, project underwritten by most big Detroit advertisers): "Last night's production may not have been light, and it cer-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

KJEO-TV

Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel

7

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative H-R

tainly wasn't opera, but by God it was civic!"

Radio-tv reviewing the press is a good idea; glad to see CBS is going to do it; *Time* and *Newsweek* have been at it for years.—*W.T. Rabe, Radio-Tv Critic,* The Michigan Catholic, *and Radio-Tv Program Director, U. of Detroit.*

EDITOR: I was most interested in Clay Rossland's comments (MONDAY MEMO, March 21) on the fact that no broadcasters criticize the newspaper industry in the same way in which they (the newspapers) criticize the broadcasting industry.

However, I am wondering if Mr. Rossland is aware that a Cincinnati radio station (WSAI) is engaging in just this sort of activity. Several times a day either the news director or the general manager devote time to comment on the two Cincinnati newspapers. The comments are not always critical, but they are usually very good.—*Richard H. Gleick, WMUB (FM) (Miami U.), Oxford, Ohio.*

EDITOR: Clay Rossland's MONDAY MEMO is as welcome and refreshing an article I've come across in some time . . . I'd appreciate permission to use all or part of Mr. Rossland's article on one of my future programs and, if possible, for insertion in an area newspaper or two. It's worth a try.—*Bert Getzug, KBRK Brookings, S.D.*

[Permission granted providing the article is not quoted out of context and full credit is given.—THE EDITORS.]

Sen. Proxmire gives his views

EDITOR: In all fairness, I would appreciate it very much if you would print some of the testimony which I did in fact give to the House Committee on Interstate & Foreign Commerce on the bill for a code of ethics for regulatory agencies . . .

I'm delighted that you have highlighted this situation, but I feel very strongly that your presentation (BROADCASTING, March 28) has been about as unfair and unbalanced as it can possibly be.

I'm enclosing a complete text of my remarks before the House Committee on Interstate & Foreign Commerce . . .

You will notice that I explicitly say that a Senator not only can call on bureaus, agencies, etc., but that I in fact do it myself, that I consider it a duty . . .

You will notice that at no time did I ever say that Senators or Congressmen should not approach or write federal agencies . . . You will notice that I also claim that it was very important that the Senator make such a contact in some form which could be made public. This is exactly why I wrote a letter to the chairman of the FCC instead of following a much more convenient and easy practice of making a telephone call. You will also notice that these letters which I have written are in fact public record and publicly available . . .

In the light of all this, where is the contradiction between my testimony and my actual policies as represented in my letters back in 1958? Further let me ask where there is any improper or unethical conduct on my part?

You will notice that in the course of my testimony before the [committee] I not only urged the adoption of an ethical code for the regulatory agencies. I also said that I strongly favored a separate bill to provide a code of ethics for the Congress to proscribe members of Congress from accepting hospitality from lobbyists just as in my judgment members of federal agencies should be proscribed from accepting hospitality from people who have business before their agencies. — *William Proxmire, U.S.S.*

[Sen. Proxmire is right, of course, that in his testimony before the House committee he upheld the right of members of Congress to "contact" agencies on behalf of their constituents. But, in our view, those who urge a stricter morality on the part of regulatory officials themselves must be, like Caesar's wife, above the suspicion of attempting to influence the outcome of a regulatory matter. Sen. Proxmire cannot deny that he attempted just that in the Marinette-Green Bay case, albeit his correspondence was made part of the public record.—THE EDITORS]

Pay for not watching

EDITOR: The current hassle between cartoonist Al Capp and his New York telephone company over being charged extra for not being listed in the telephone directory has potentialities.

For instance: pay tv is obsolete before getting started. The idea should be to make people pay for not watching tv at all. Then the pollsters could determine what program people are willing to pay not to watch and thereby assemble some meaningful statistics. The FCC could then determine what stations are fulfilling their undefinable "public interest" phrase by assuming that the stations doing the best job of keeping people away from the degrading influence of tv must be doing so "in the public interest." This is merely the reverse negative logic the commission has applied in other decisions.

BBDO could buy space in newspapers to inform the public of the public service their clients were performing by buying time on the tv stations that the public was paying for the privilege of not watching.

And the "new Confederacy" could solve their right-to-vote dilemma by simply instituting a high non-poll tax for the privilege of not voting. . . . —*Lewis Sherlock, Denver, Colo.*

THE LEADER!

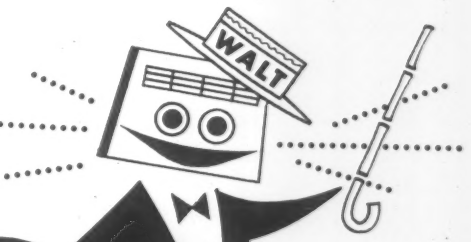
IN PULSE AND HOOPER

(Nov. 59) (Nov. 59-Jan. 60)

TAMPA-ST. PETERSBURG

ONE OF AMERICA'S 10 FASTEST GROWING MARKETS

- 10,000 watts...twice the power of any other station in the market
- Delivers the market at the *lowest* cost per thousand
- Total coverage area delivers the big *plus* market of 21 rich Florida counties



dial 1110

WALT

TAMPA FLORIDA

Represented nationally by

GILL-PERNA

CONSOLIDATED SUN RAY STATIONS

WPEN, *Philadelphia* . . . WSAI, *Cincinnati* . . . WALT, *Tampa*

MONDAY MEMO

from **JOHN G. COLE,** *senior tv producer, Sullivan, Stauffer, Colwell & Bayles, New York*

Which city do you dig?

For 25 years, more or less, broadcasters and advertising men have been traveling back and forth from coast to coast, interchanging talent with client, agency with producer, salesmanship with showmanship. Has this quarter of a century brought the two coasts together in terms of opinions, attitudes and ideas? Well, according to a completely partial survey based on unsubstantiated and irrelevant information the answer is: "Well, hardly!" The East just doesn't dig the West, and visa versa. Jet or no jet, the coasts are still as far apart, opinion-wise, as they were in the days of the covered wagons.

And why not? What Southern California broadcaster in his right mind is going to know or care very much about "optimum productive marketing mix" (don't ask us what it means) "new business-oriented exposure" (who's losing what accounts) "media fringe areas" and "advertising erosion factors." By the same token, the average eastern ad man is a little bewildered by strobe effects, lens densities, mat-a-scope, optical sound and registered fine grains.

But what about the world outside business? Doesn't the coast see eye to eye on everyday things like social life, friendship, the weather? Again: "Well, hardly!" New York and Los Angeles have some definite ideas about each other and some of them are pretty pithy. To wit-wise:

Weather

Hollywood says:

There are only two kinds of weather in the East—August and blizzards.

New York says:

The climate in California is fine—if you can stand sunshine 24 hours a day.

Commuting

Hollywood says:

Commuter trains are like cattle cars when you get on and slaughter chutes when you get off. I wouldn't take three hours out of my day to suffer like that if I owned the railroad.

New York says:

What would California do without the frantic freeways? *Someone* has to support Forest Lawn.

Amusement

Hollywood says:

What is all this nonsense about museums and art galleries? 90% of the New Yorkers don't know the difference between a fossil and a Picasso.

New York says:

They spend millions to make Hollywood the Entertainment Capital of the World, but you can't get a $4.80 ticket to a first-class play.

Television

Hollywood says:

You can always tell a New York tv program because the lighting is bad, the women homely, and the plots depressing.

New York says:

You can always tell a Hollywood tv program because the only believable thing in it is the horse.

John G. Cole began his advertising career in mid-'30s in copy dept. and radio production at Gardner Adv., St. Louis, moving to Compton Adv., N.Y., in 1939 as copywriter on Procter & Gamble. In 1941 he returned as director of Vox Pop *show for Ruthrauff & Ryan. For eight years he was radio director and tv supervisor* (Ellery Queen, The Shadow, Aunt Jenny, Arthur Godfrey, Big Town, Four Star Revue, *etc.), the last three as head of radio-tv production for R&R. He went west in 1953 as assistant director of Hollywood office of Sullivan, Stauffer, Colwell & Bayles, but transferred back to New York last April. He is now senior tv producer for SSC&B.*

Dining

Hollywood says:

Definition of a New York restaurant: A converted brownstone that needs a coat of paint. The lower the ceilings, the higher the prices.

New York says:

Hollywood is a great restaurant town if you like eating avocados in the dark.

Friendship

Hollywood says:

Even if you want to, it's pretty tough to cut through the knot in that old school tie.

New York says:

A friend in California is anyone you've done business with in the past 24 hours.

Clothes

Hollywood says:

You will never catch me walking down Madison Ave. with a rolled umbrella and a charcoal brown derby.

New York says:

If you really want to get dressed up in Hollywood, you put on a clean sweat shirt.

Business

Hollywood says:

All business in New York is conducted between 3:30 and 5:00 p.m. right after the client luncheon and just before the commuter cocktail.

New York says:

Mañana!

Social Life

Hollywood says:

The Connecticut cocktail party is composed of equal parts of Beefeater's Gin, Bermuda shorts and bum dialogue.

New York says:

No matter how hot it gets during the day in California, there still is nothing to do at night.

So what can broadcasters and advertisers do about this frightening spread in ideas? What can they do? They can rejoice in it! This is what creates the healthy feeling of competition that's exciting and idea-provoking.

When you get a top Hollywood producer enthusiastically combining his talents with a New York tv expert (who knows when and where to put the show) you've got a happy marriage. When a top commercial producer adds that extra touch of Hollywood know-how to a hard-hitting sales message, you've got a winning combination.

Opinion-wise, viva la difference!

HOW DOES A RIVET SOUND? Like the noisy whir of huge cranes and rising girders. Like the wham, thwack of a pile driver or the bellow of a busy foreman. Loud, rushing, prosperous noise. It's a proud sound . . . the busy sound . . . the booming sound of the remodeling of a city. Here in Baltimore, it's also the gigantic sound of the world's largest steel plant where Marylanders *earn* millions of dollars each year . . . spend millions of dollars each year. Add this to the millions more earned by Marylanders in other industries and you have one of the richest most valuable markets in the country. And, right in the middle of this market is the voice of this market, WBAL-RADIO . . . a station that can iron out your clients' sales problems. It's the station that produces sales. It's a *steel* at twice the price! The progressive station with the Sound of Elegance, the Sound of the Sixties. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland tradition / Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM-TV

T

PUT THEM ALL TOGETHER AND THEY SPELL CHANNEL 10, WSLS-TV IN ROANOKE, VIRGINIA. PUT THEM TOGETHER ····· 58 COUNTY MARKET, TOTAL TV HOMES, 448,000. THE PEOPLE IN THESE 58 COUNTIES BUY THE PRODUCTS ADVERTISED ON WSLS-TV.
WSLS
TELEVISION
NATIONAL REPRESENTATIVES, BLAIR TELEVISION ASSOCIATES
10

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00

☐ Payment attached ☐ Please Bill

name title/position

company name

address

city zone state

Send to home address — —

* Occupation Required

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ... Lawrence B. Taishoff

BROADCASTING*

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
EDITORIAL DIRECTOR (New York) Rufus Crater
SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
ASSOCIATE EDITOR ..... Harold Hopkins
ASSISTANT EDITOR: Dawson Nail; STAFF WRITERS: George Darlington, Malcolm Oettinger, Leo Janos, Sid Sussman, Richard Calistri; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk, Pauline McTernan.
SECRETARY TO THE PUBLISHER: Gladys Hall

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
ASSISTANT TO THE PUBLISHER: Lawrence B. Taishoff
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. ... Eleanor Schadi

CIRCULATION & READER'S SERVICE

SUBSCRIPTION MANAGER ... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Jermie W. Hawley, Edith Woo.
DIRECTOR OF PUBLICATIONS John P. Cosgrove

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

Editorial

EDITORIAL DIRECTOR ..... Rufus Crater
BUREAU NEWS MANAGER ... Donald V. West
ASSOCIATE EDITOR ..... David W. Berlyn
N.Y. FEATURES EDITOR ... Rocco Famighetti
ASSISTANT EDITOR ..... Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Ruth Streifer.

Business

SALES MANAGER ..... Winfield R. Levi
SALES SERVICE MGR. ... Eleanor R. Manning
EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANTS: Donna Trolinger, Diane Halbert.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ..... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

Copyright 1960 by Broadcasting Publications Inc.

good music pays off . . .

set your sales with

SESAC RECORDINGS

BIG

6

FOR

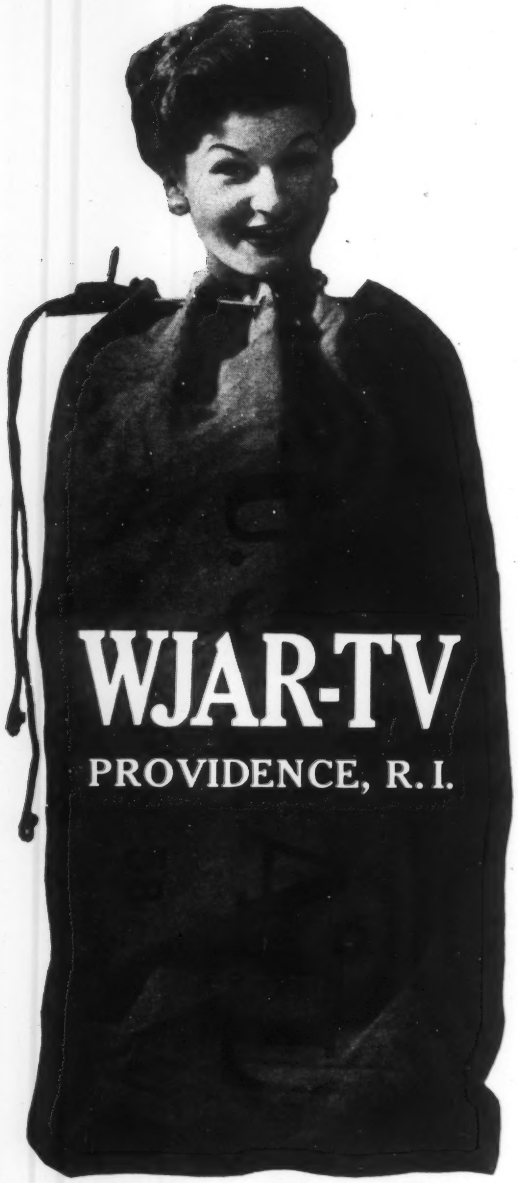
'60

plus "DRUMMERS"*

6 *sales plans to choose from. Send for complete listings on SESAC's new LP Program Service.*

* Trademark

SESAC INC. THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.



Compliments by the sackful!

Across our desk come letters of honest and sincere praise like the letter from the Navy wife who wrote: "Your station has always afforded the finest entertainment . . . we have lived in many parts of the country and never before have I enjoyed watching television as much." The satisfaction of our viewers, as expressed by the volume and content of our mail, is more impressive, we think, than any rating picture could be.

NBC abc

Represented by

Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 11, 1960
Vol. 58 No. 15

NETWORKS PRIME FOR FALL BATTLE

■ A three-network scramble for tv audience begins to shape up
■ There'll be decline in westerns, rise in situation comedy
■ CBS and NBC still strong on specials, ABC on regular shows

The big guns with which the three television networks will fight it out for 1960-61 program supremacy were being set in place last week.

Every indication pointed to the closest fight for audience favor that television has yet seen.

ABC-TV and NBC-TV formally revealed their tentative new fall nighttime schedules in affiliates' meetings which also left little doubt that their guns were being trained first on each other. CBS-TV in No. 1 position by both ABC-TV and NBC-TV counts, had no affiliates meeting and revealed no plans, but it was learned that its nighttime schedule is approximately three-fourths set. The basic components of this lineup are identified in the chart on page 29.

In addition to the array of regular programming, the networks were drawing up their "secret weapons"—the specials.

The Difference ■ Many observers thought these might be even more telling than the regular series in the battle for audience, though this thought obviously was not shared by ABC-TV, traditionally long on regular programming and short on specials and planning to maintain much the same pattern next season.

One of the things disclosed by the new program planning is what *won't* be back next year—at least 47 programs now on the air are missing from current drafts of the schedule.

ABC-TV will give up on *The Alaskans, Johnny Staccato* (also on NBC-TV now), *Bourbon St. Beat, Original Amateur Hour,* the *Bronco* and *Sugarfoot* combination (which may yet find its way back into the schedule), *Broken Arrow, Keep Talking, Steve Canyon, Take A Good Look, Wednesday Night Fights* (but ABC-TV will have Gillette's fights on Saturday), *Pat Boone Chevy Showroom, Man From Black Hawk, Black Saddle, John Gunther's High Road,* and *Jubilee USA.*

CBS-TV gave up *Alfred Hitchcock Presents* to NBC-TV, and will drop *The Texan, Dennis O'Keefe, Tightrope, Man Into Space, The Millionaire, Kate Smith Show, Be Our Guest, Ann Sothern Show, Johnny Ringo, Hotel de Paree, Manhattan, Mr. Lucky* and *Markam.*

NBC-TV turned in its *Sunday Showcase* specials series and its Friday night specials time period (while opening an hour on Monday to specials), lost *Peter Gunn* and the Gillette fights to ABC-TV, and dropped *Alcoa-Goodyear Theatre, Law of the Plainsman, The Lawless Years, Masquerade Party, Arthur Murray, Ford Startime, Wichita Town, Johnny Staccato, People Are Funny, Troubleshooters, M-Squad, Man and the Challenge* and *Man from Interpol.*

Westerns Down ■ The current standings turn up another interesting point: It looks as if westerns have reached saturation and from here on they will be fewer than in the past. ABC-TV has added only one new western this year, while dropping three of its old ones. At NBC-TV the score is reversed: Three new westerns against a single old one biting the dust. CBS-TV has plans to drop three westerns, and it's understood that there are no plans for new ones in the schedule.

And while science and other space age developments will play a big role in planned public service and documentary shows, they're waning as fictional material. Two space shows found their way into last year's schedule. Both will disappear this year, with no replacements in that category.

Mystery-detective shows are still popular, but there's no overwhelming trend. ABC-TV's adding three and dropping three. NBC-TV's adding six and dropping three. CBS-TV's dropping two at present does not have any new ones in its new schedule.

Comedy and situation comedy look strong next fall. ABC-TV's adding four, dropping one; NBC-TV's adding three, dropping none, and CBS-TV, while dropping at least two, is known to have added three already with plans for several more.

Specials Up at CBS ■ Specials will still be a major factor. CBS-TV is plan-

New guns for NBC-TV ■ Don Durgin, sales vice president of NBC-TV, had the spotlight while one of the network's new fall programming entries had the screen when affiliates and network officials got together at the NAB convention last week. The scene is from *The Tall Man,* a series built around the rivalry of New Mexico Sheriff Pat Garrett and Billy the Kid. It goes into the Monday night 9 p.m. slot vacated by *Peter Gunn,* moving to ABC-TV.

ning even more this year than last, including 26 *CBS Reports* hours, and is modifying contracts with sponsors to allow more than the two pre-emptions of each show allowed last year. NBC-TV already knows it will have eight Bob Hope specials, two with Jerry Lewis, six with Dean Martin, eight David O. Selznick dramas, five Dore Schary Civil War specials plus the Oscar, Emmy and *Tv Guide* award shows. It has set aside the 10-11 p.m. Monday hour for specials, which will include an undetermined number of Steve Allen programs. ABC-TV will stick to its emphasis on regular shows with relatively few specials.

The reluctance of CBS-TV to make public its plans was attributed by its own officials to realistic competitive caution: A desire to (1) wait and see what the other networks have scheduled before committing its own plans, and (2) minimize the opposition's chance to employ this same counter-programming technique against CBS-TV.

For similar reasons few people expected the schedules revealed by ABC-TV and NBC-TV to their affiliates to remain pat. Indeed, ABC-TV made one change last week, substituting an anthology for the originally schedule D *Solitaire* in the Friday-night lineup. Further changes seemed sure. But meanwhile the night-in and night-out agenda stood last week as depicted on page 29.

Bulls on the loose at ABC-TV

ABC-TV trotted out Henry and Edgar Kaiser, Spyros Skouras and Pete Levathes, two agency presidents, key executives of Bristol-Myers and Ralston-Purina, five girl cheerleaders and the chairman of the FCC to pep up its April 3 meeting with affiliates.

Some 250 representatives of affiliates at the Sunday afternoon session in Chicago heard network executives report in football talk—a lingo especially popular at ABC-TV since its *coup* with the NCAA football games a few weeks ago—that their network already has carried the programming ball deep into enemy territory and now has it "first down and goal to go."

President Oliver Treyz and his colleagues had some news to break—including the snaring of the high-rated *Peter Gunn* detective series from NBC complete with its sponsor, Bristol-Myers. The affiliates heard of 15 new programs for the fall schedule (see page 29), plus further details on the hour-long *Hong Kong* adventure series with which ABC hopes to buck NBC's high-riding *Wagon Train* for the first time.

Big Day ■ On the money side, without going into details, Leonard Goldenson, president of the parent American Broadcasting-Paramount Theatres, reported that on one day alone, the Friday before the meeting, President Treyz had racked up $89 million in orders, or more than ABC-TV used to bill in a whole year. The figure covered both time and production costs.

Frederick Ford, new chairman of the FCC, spoke briefly at the end of the three-hour session. He said it was the first such meeting he had ever attended and that he was "much impressed." Recalling that he participated as commission counsel in the FCC hearings on the merger of a hard-pressed ABC with United Paramount Theatres in the early 1950's, he decided both he and the network had "made some progress" since then.

Industrialist Henry Kaiser, introduced by his son Edgar, urged affiliates to get behind the new Kaiser-sponsored *Hong Kong* series. He called for them to support it as solidly as they had backed *Maverick* when that show first came up against what was then the virtually unchallenged combination of Jack Benny and Ed Sullivan (CBS-TV) and Steve Allen (NBC-TV). In putting *Hong Kong* against *Wagon Train* in the 7:30 Wednesday period, he said, "we're tackling an even tougher objective." But he showed no doubt that an all-out effort by the producers 20th Century-Fox Television; the network, the affiliates, the sponsor and the agency, Young & Rubicam, would make the venture as successful as *Maverick* has been.

Happy prospects ■ ABC-TV affiliates were given exuberant descriptions of the network's fall program plans by Leonard Goldenson (l), president of American Broadcasting - Paramount Theatres, and Oliver Treyz, president of ABC-TV. Here they beam in contemplation of the new schedule.

'Into the Brush.' ■ If anyone, including FCC Chairman Ford, had any doubt about where Mr. Kaiser stood on the question of advertiser involvement in programming, the industrialist set them straight:

"Were Edgar and I and our associates concerned with getting into the brush of details? You bet we were! We believe that anything worthy of our going into with others deserves our organization contributing our own best, unstinted efforts. We see participation in a major national television project as demanding complete teamwork by all concerned. We need to feel that the Kaiser organizations absolutely believed in and would do our part, shoulder to shoulder, with ABC-TV and 20th Century-Fox Television and you of the stations. . . .

". . . Never has there been as potentially powerful a medium of reaching people's minds as television. Yet television's power is undermined by shoddy programs and by sloppy, ineffectual commercials. Television earns its way only as it does a top job for the people and also for the advertiser. Together, we must always do a better job right down the line. . . ."

Mr. Skouras, head of 20th Century-Fox, and Mr. Levathes, president of the television subsidiary, also appeared briefly in support of the *Hong Kong* project, which President Treyz described as "the most expensive weekly one-hour series in the history of ABC and, I believe, in the history of the television medium." Others estimated unofficially that the weekly cost would come to about $135,000 for production alone.

Why Gunn Traveled ■ George Gribbin, president of Young & Rubicam, Kaiser agency on the program, and Walter Craig, head of Norman, Craig & Kummel, the other Kaiser agency, also were introduced to the affiliate delegation.

Ed Gailthorpe, vice president of Bristol-Myers, said his company's decision to move *Peter Gunn* to ABC was based on ABC's "meteoric growth." He was sorry, he said, "that we didn't have the foresight to move sooner." He urged affiliates to (1) clear for it and (2) promote it.

Geoffrey Baker, vice president of Ralston Purina, sketched his company's philosophy that there's more to television than high ratings. Ralston Purina, now sponsoring *High Road*, which is not slated to return next fall, will sponsor *Expedition* in the 1960-61 season. This is one of ABC-TV's two half-hour entries in the all-network public-service plan worked out at the suggestion of former FCC Chairman John C. Doerfer. It is being scheduled

How next fall's tv network schedule looks now

		7-7:30	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
	ABC	DISNEY (starts 6:30)	MAVERICK		LAWMAN	REBEL	ISLANDERS		CHURCHILL
	CBS	LASSIE	DENNIS THE MENACE	ED SULLIVAN		GE THEATRE	JACK BENNY		WHAT'S MY LINE
SUNDAY	NBC	PROJECT X		NO PLACE LIKE HOME	ONE HAPPY FAMILY	DINAH SHORE		LORETTA YOUNG	BARBARA STANWYCK
	ABC		CHEYENNE		SURFSIDE SIX		ADVENTURES IN PARADISE		PETER GUNN
	CBS				BRINGING UP BUDDY	DANNY THOMAS	ANDY GRIFFITH	HENNESEY	FACE THE NATION
MONDAY	NBC		RIVERBOAT		WELLS FARGO	TALL MAN	HOLLYWOOD ANGEL	SPECIALS	
	ABC	EXPEDITION	BUGS BUNNY	RIFLEMAN	WYATT EARP	STAGECOACH WEST		ONE STEP BEYOND	STATION TIME
	CBS			FATHER KNOWS BEST	TOM EWELL		SKELTON	GARRY MOORE	
TUESDAY	NBC		LARAMIE		HITCHCOCK	DANTE	WESTERNER	THRILLER	
	ABC		HONG KONG		OZZIE & HARRIET	HAWAIIAN EYE		NAKED CITY	
	CBS				601 PARK AVE.			U.S. STEEL/ARMSTRONG	
WEDNESDAY	NBC		WAGON TRAIN		PRICE IS RIGHT	PERRY COMO		PETER & MARY	TAB HUNTER
	ABC		GUESTWARD HO	DONNA REED	McCOYS	DOWN HOME	UNTOUCHABLES		YANK
	CBS								ALLYSON
THURSDAY	NBC		OUTLAWS		MASTERSON	RACH. FATHER	TENN. FORD	GROUCHO	THIS IS YOUR LIFE
	ABC		CLARK	HARRIGAN	FLINT STONES	77 SUNSET STRIP		DETECTIVES	ANTHOLOGY SERIES
	CBS		RAWHIDE						PUB. SVC.
FRIDAY	NBC		RAVEN		HEADQ'TRS	AT&T MUSICALS		MICHAEL SHAYNE	
	ABC		ROARING 20's		BEAVER	LAWRENCE WELK		GILLETTE FIGHTS	
	CBS		PERRY MASON		WANTED		HAVE GUN	GUNSMOKE	STATION TIME
SATURDAY	NBC		BONANZA		KLONDIKE	DEPUTY	WORLD WIDE 60		STATION TIME

Tuesdays at 7-7:30, station time. But ABC-TV said that in return it would leave 10:30-11 on those nights open for affiliates to program locally.

Costs Cut ■ Mr. Baker said ABC-TV's President Treyz had cut the sponsorship cost of *Expedition* "to the bone." Ralston Purina, he said, is willing to pass up high-priced, high-rating shows so long as it can get modestly priced programs which do a job commercially. He credited television as an important factor in the company's own growth.

Mr. Baker also said that Ralston Purina hoped to furnish material—not as a sponsor and not for credit—which would enable affiliates to present local public-service programs tied in with the *Expedition* theme.

ABC-TV's second public-service entry in the three-network pact is a 26-week documentary series based on Sir Winston Churchill's memoirs, which is set for Sundays at 10:30-11. But officials indicated there will be an increasing number of public-affairs specials. Mr. Goldenson said the public-affairs budget was being expanded "three or four times" and might be increased further.

After an opening by five cheerleaders, a story of ABC-TV growth was spelled out in a slide-film presentation by Julius Barnathan, vice president for affiliated stations, and Bert Briller, director of sales development. They said ABC-TV's share of audience is No. 1 in the so-called Nielsen multi-network area, 24 markets where all three networks compete: ABC-TV's share was placed at 35.1%, as against CBS-TV's 33.8 and NBC's 31.1. But because ABC lacks "equal station facilities" in a number of markets, they continued, it is second in national share: 33.5% as against 35.9 for CBS-TV and 30.6 for NBC-TV. Some of the missing markets: Louisville, Grand Rapids, Providence, Birmingham, Jacksonville, Rochester, and Syracuse.

Resolutions ■ In half-hour program ratings, the affiliates were told, their network has done "very well," with 20 of the top 50, compared to 21 for CBS-TV and 9 for NBC-TV. Moreover, it was reported, of the 61 three-station markets ABC-TV affiliates are first in 27, CBS-TV first in 25 and NBC-TV first in 9.

NBC-TV PLANS: NEXT PAGE

NBC-TV FALL NIGHTTIME PLANS

Affiliates hear that network will spend $120 million to put its shows together

NBC-TV let its affiliates in on their fall nighttime program schedule last week (April 3), along with the news that the network would spend $120 million to put it together. The already-set inventory includes 23 new series, even though fewer than that number will find a slot in the fall.

The meeting, which NBC-TV staged in the Palmer House at the same time ABC-TV was conducting its version in the Hilton (preceding story), was notable for its contrast to that other meeting. Whereas ABC-TV relied heavily on outside talent to help stir affiliate enthusiasm, NBC-TV kept it in the family.

Aside from general remarks by Chairman Robert Sarnoff and President Robert Kintner, the show was in the hands of Don Durgin, network sales vice president who briefed affiliates on the fall schedule, and Sydney H. Eiges, public information vice president, who described extensive promotion plans behind the schedule.

The increasing rivalry between NBC-TV and ABC-TV was obvious in a number of remarks sprinkled throughout the various presentations. In several asides Mr. Durgin referred to trade ads run by ABC-TV citing rating triumphs over NBC-TV, and took pains to (1) point out that the particular ratings were for limited hours in a limited number of markets, and (2) that subsequent, full national ratings showed NBC-TV ahead of ABC-TV. He also showed some rating tabulations that found westerns on NBC-TV and CBS-TV faring better than westerns on ABC-TV, "the network with the most westerns."

Scatter Eggs ■ Mr. Sarnoff, in a reference to ABC-TV so clear that it didn't need identification, said that "we will not put all our eggs into one basket that stands for a single narrow segment of programming — especially when it happens to be the kind that is under the heaviest attack. It means, among other things, that we will never take an ad depicting NBC as a rabbit." And in an appeal to those dual affiliates which can choose between ABC-TV and NBC-TV programs, he remarked that "if you walk away from *World Wide 60* [now sustaining, Sat. 9:30-10:30] to take the fights [sold, Sat. 10-11], you will not only be undermining our public affairs efforts in your behalf, you will be feeding the rabbit."

Mr. Sarnoff also had a competitive thrust for CBS-TV. While describing NBC-TV as the network with full coverage from 7 a.m. to 1 a.m., the color network and the No. 1 network in sports and news coverage, he also said it was the network that "met the challenge of recent events not by pressing the panic button but by taking sane, considered and substantial measures of self regulation and forward looking programming."

Mr. Durgin's presentation stressed NBC-TV's advance in daytime billing, which he said jumped over $16 million during 1959 while ABC-TV was gaining $7 million and CBS-TV was gaining $6.8 million. This jump put NBC-TV's daytime billings at $81,532,000, second to CBS-TV's $92,566,000 and ahead of ABC-TV's $29,005,000. (In over-all 1959 billings NBC-TV stood at $235,291,000 against CBS-TV's $266,355,000 and ABC-TV's $125,665,000.)

Mr. Durgin also described a new NBC-TV campaign to combat printed media attacks on television. He pointed out that in January this year the New York *Times* and *Herald-Tribune* carried 70 full page print media ads criticizing tv as a media buy.

Promotion Push ■ Mr. Eiges paraded a number of new promotional techniques before the affiliates. They included "Station to Station Call" (closed circuits outlining promotion plans and featuring at least three affiliate promotion men at each session, the first April 21), "Instant Promos" (late-minute promotion spots closed circuited to affiliates for taping and presentation in the programming that same night) and "All-Night Billboarding" (an as yet undisclosed technique by which the network will billboard upcoming shows without taking away from either network or station time).

BROADCAST ADVERTISING

THE AUTOMAKERS' HEAVY TV TAB

It was $48 million in '59 with spot getting bigger chunk

Automobile manufacturers spent a record high of almost $48 million in television in 1959 but changed their buying pattern last year. Expenditures in spot tv nearly tripled from slightly more than $4.1 million in 1958 to $12.1 million last year, while network investment dipped from almost $42 million in 1958 to $37.5 million in 1959.

These are the salient features of a report on the auto industry being issued today (April 11) by the Television Bureau of Advertising. TvB listed gross time expenditures for network and national and regional spot tv at $48,966,026, an increase of 6% over the $46,119,575 in 1958.

The surge in spot tv can be attributed to a keener awareness by auto advertisers of the flexibility of the medium, according to TvB, and to the use of

Manufacturer & dealer gross time billings in tv

	Spot	Network	TOTAL		Spot	Network	TOTAL
American Motors	$1,826,430		$1,826,430	Renault, Inc.	634,030	1,431,689	2,065,719
Chrysler Corp.	2,001,420	9,137,813	11,139,233	Studebaker Packard	85,050	568,524	653,574
Ford Motor Co.	4,163,560	11,860,128	16,023,688	Willys Motors	.....	846,473	846,473
General Motors Corp.	2,953,590	14,284,558	17,252,667	All figures for 1959.			

Passenger cars by brand: how they spent for tv

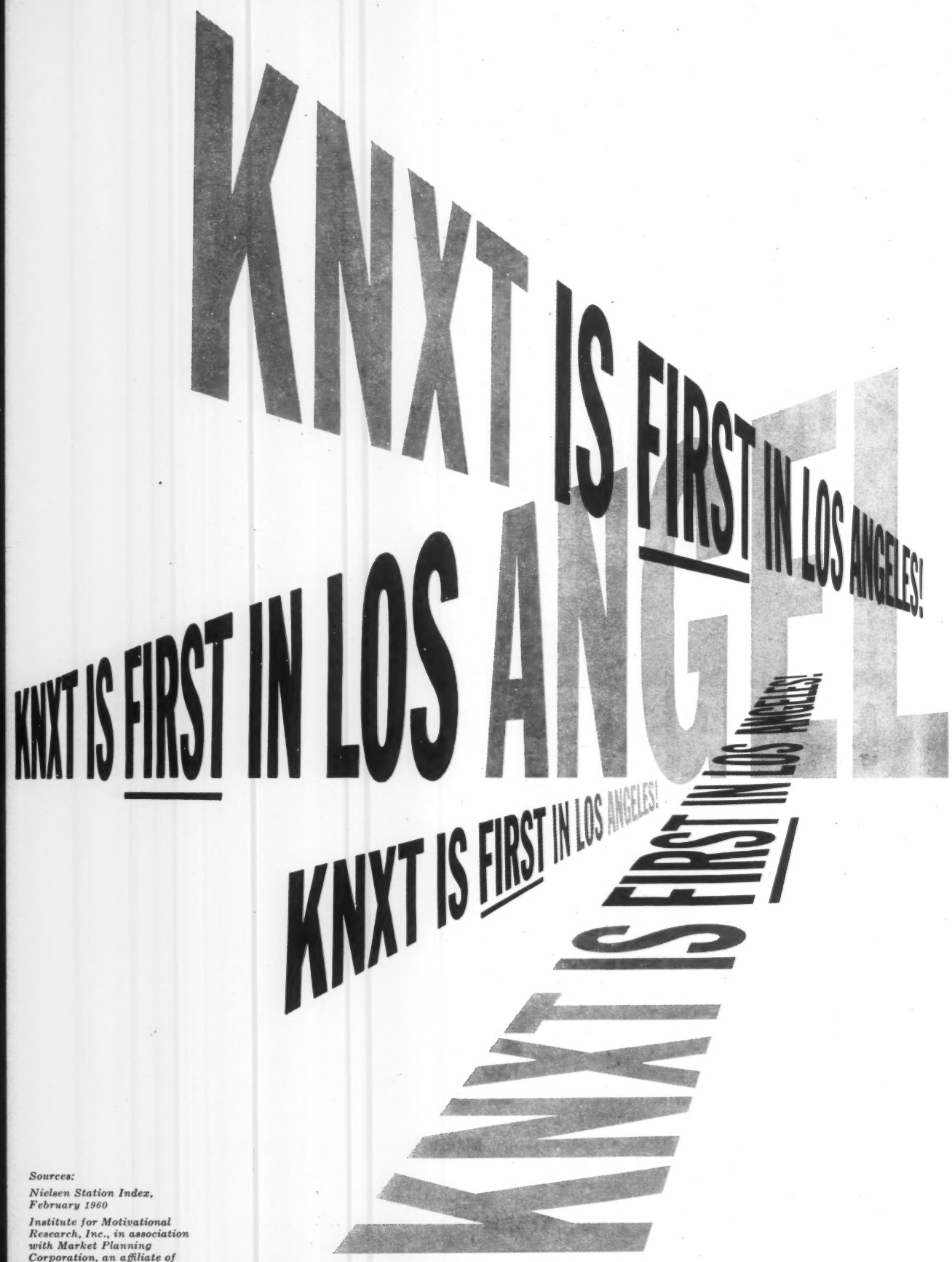
Brand	Spot	Network	TOTAL*	Brand	Spot	Network	TOTAL*
1. Ford	$3,718,610	$6,971,973	$10,690,583	7. Buick	158,070	2,290,425	2,448,495
2. Chevrolet	1,668,340	6,999,165	8,667,505	8. Dauphine	634,030	1,391,643	2,025,673
3. Dodge	308,210	3,982,647	4,290,857	9. Rambler	1,823,630	.....	1,823,630
4. Plymouth	583,860	3,271,125	3,854,985	10. Pontiac	661,660	854,670	1,516,330
5. Oldsmobile	399,110	2,985,241	3,384,351				
6. Mercury	236,550	2,728,540	2,965,090	* Manufacturer and Dealer gross time billings.			

Advertisers who know the value of a big "viewers per home" figure can make book on this—nowhere in the Carolinas will you find family fare to equal that of Charlotte's WSOC-TV. The pick of NBC and ABC, plus high-rated syndicates and top film libraries, is rapidly changing the viewing habits of America's 25th largest tv market. Buy WSOC-TV, the big area station.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

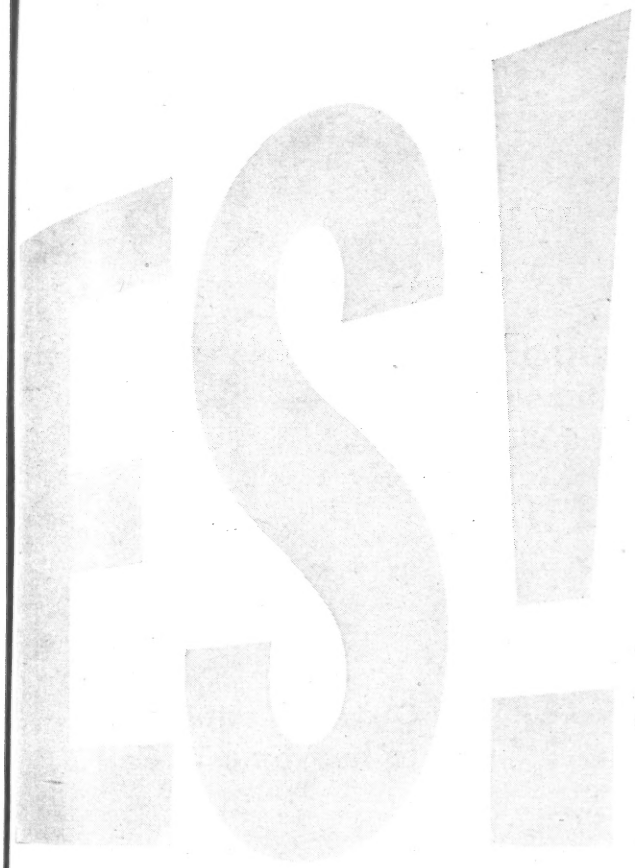
WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



Sources:

Nielsen Station Index, February 1960

Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.



FROM ANY ANGLE!

Any way you look at it, KNXT is first in Los Angeles. Sixty consecutive Nielsens prove it. What's more, the latest report shows KNXT's audience popularity at an all-season high!

Channel 2's share of total-day audience is 33% ahead of the second station, 40% ahead of the third. And 17 of the top 30 nighttime, 7 of the top 10 daytime shows are on KNXT.

Commercial effectiveness? Again, KNXT is far ahead. When 600 Southern Californians were asked their choice of the station "most likely" to carry the commercials of a company known for honesty and reliability, 51% chose KNXT... more than double the number voting for the runner-up, and more than twice those voting for the other five stations combined.

From any angle—audience size, program popularity or commercial responsiveness—your best buy in seven-station Los Angeles remains . . . CBS Owned **KNXT**

Channel 2 · Represented by CBS Television Spot Sales

spot particularly by compact car manufacturers. Foreign car companies were spirited spot tv advertisers, TvB's compilation shows.

General Motors Corp. topped the list of auto spenders in tv in 1959 with more than $17.2 million, followed by Ford Motor Co. ($16 million) and Chrysler Corp. ($11.1 million). (Spot figures were based on TVB-Rorabaugh and network figures on leading national advertisers-broadcast advertisers reports).

Jump in tv billing led by Prudential

Led by Prudential Insurance Co.'s $3,776,169 in network tv, the nations insurance companies last year billed $14,040,755 in network and spot television, a 44 percent increase over 1958's total of $9,717,696, according to figures released last week by Television Bureau of Advertising, New York. Prudential was also the leader in policy sales in 1959, it was pointed out.

TvB set network tv gross time billings in 1959 for insurance companies totalled $10,270,755. (Source: LNA-BAR); spot tv gross time billings were $3,770,000 (source: TvB-Rorabaugh).

Top tv spenders were:

	Spot	Network	TOTAL
Prudential Life Insurance Co.	———	$3,776,169	$3,776,169
Allstate Insurance Co.	———	1,964,691	1,964,691
Mutual Benefit Health & Accident Assoc.	22,160	1,622,120	1,644,280
Equitable Life Assurance Soc. of the US	93,440	1,349,817	1,443,257
State Farm Mutual Automobile Ins. Co.	122,400	562,429	684,829
James S. Kemper & Co.	———	676,331	676,331
National Assoc. of Insurance Agents	582,920	———	582,920

Schwerin surveys ads

A survey of commercials tested by the Schwerin Research Corp., New York, during 1958 and 1959 reveals that as a group, all-cartoon commercials are "the least effective kind." The reason: the totally animated commercial, SRC says, is "too entertaining . . . the viewer is beguiled by the enjoyment without being sold."

SRC's survey shows that 48% of totally animated commercials are ineffective, as compared with 34% of the live action and 27% of the live-cartoon commercials. Schwerin notes that animation, in conjunction with live action, has "much to recommend it" flexibility that permits the advertisers to "charm the viewer before selling him and to blend exaggerated hyperbole or humor with naturalistic demonstration."

Choices for spot or network by auto brands

Make of Car	Network	Spot	Make of Car	Network	Spot
Alfa-Romeo	—	x	Jaguar	—	x
Ambassador	—	x	Lanzia	—	x
Austin	—	x	Lark	x	x
Borgward	—	x	Lincoln	x	x
Buick	x	x	Lloyd	—	x
Cadillac	—	x	MG	—	x
Caravel	x	—	Mercedes-Benz	—	x
Chevrolet	x	x	Mercury	x	x
Chrysler	x	x	Morris Minor	—	x
Citroen	—	x	Oldsmobile	x	x
Continental	x	—	Packard	—	x
Corvair	x	—	Peugeot	—	x
DKW	—	x	Plymouth	x	x
Dart	x	x	Pontiac	x	x
Datsun	—	x	Rambler	—	x
Dauphine	x	x	Simca	x	x
DeSoto	x	x	Studebaker	—	x
Dodge	x	x	TR 3	—	x
Edsel	x	x	Toyopet	—	x
Falcon	x	x	Triumph	—	x
Fiat	—	x	Valiant	x	x
Ford	x	x	Vauxhall	—	x
Ford (English)	—	x	Vespa	—	x
Hillman	—	x	Volkswagen	x	x
Hudson	—	x	Volvo	—	x
Imperial	x	x	Willys	x	x

PEPSI TO BBDO
Agency gets account worth $10-12 million

It's been a lush spring for BBDO. Last week, the agency received its second new major client: Pepsi-Cola Co., New York, an account worth an estimated $10-12 million. Only a few weeks before, BBDO rang up the Dodge account, which comes to about $17 million in yearly billing.

In about one month BBDO has been tapped to handle some $27-29 million in estimated billings (in accepting Dodge effective in August, BBDO gives up $8-10 million in DeSoto-Valiant business). BBDO, meantime, is getting additional dealer association via the Dodge shift. Pepsi also stands for bottler advertising which is apart from the basic corporate structure BBDO handles.

Pepsi has used both radio and tv, but in the past few years has wielded its heaviest broadcast punch in network radio using all four networks in a saturation cover starting in late winter and concluding in the summer.

From the start of Pepsi's search begun March 3, it was known BBDO was in the running and that the account if shifted from Kenyon & Eckhardt where it had been since 1956 would go to one of the agency giants.

Tough Exam ■ Just before Pepsi's announcement April 6, word leaked that K&E had lost the account, and that BBDO, Doyle Dane Berbach, Ted Bates, Norman, Craig & Kummel, Compton and Leo Burnett were being considered. Pepsi's president, Herbert L. Barnet last week called the appraisal "the most intensive and exhaustive examination of those agencies equipped to fill the company's requirements."

Mr. Barnet said Pepsi's sales in the past decade increased 182%, or a rate of growth five times that of the rest of the soft-drink industry. The company's "ambitious plans for growth in the decade ahead necessitated an examination of all possible advertising and marketing facilities available to it," Mr. Barnet said, and "the selection of BBDO was the result. . . ." The Pepsi echelon considering agency presentations also included William Durkee, vice president for marketing; John Soughan, vice president of marketing services, and Philip Hinerfield, advertising vice president.

Chrysler clips Welk to half-time in Fall

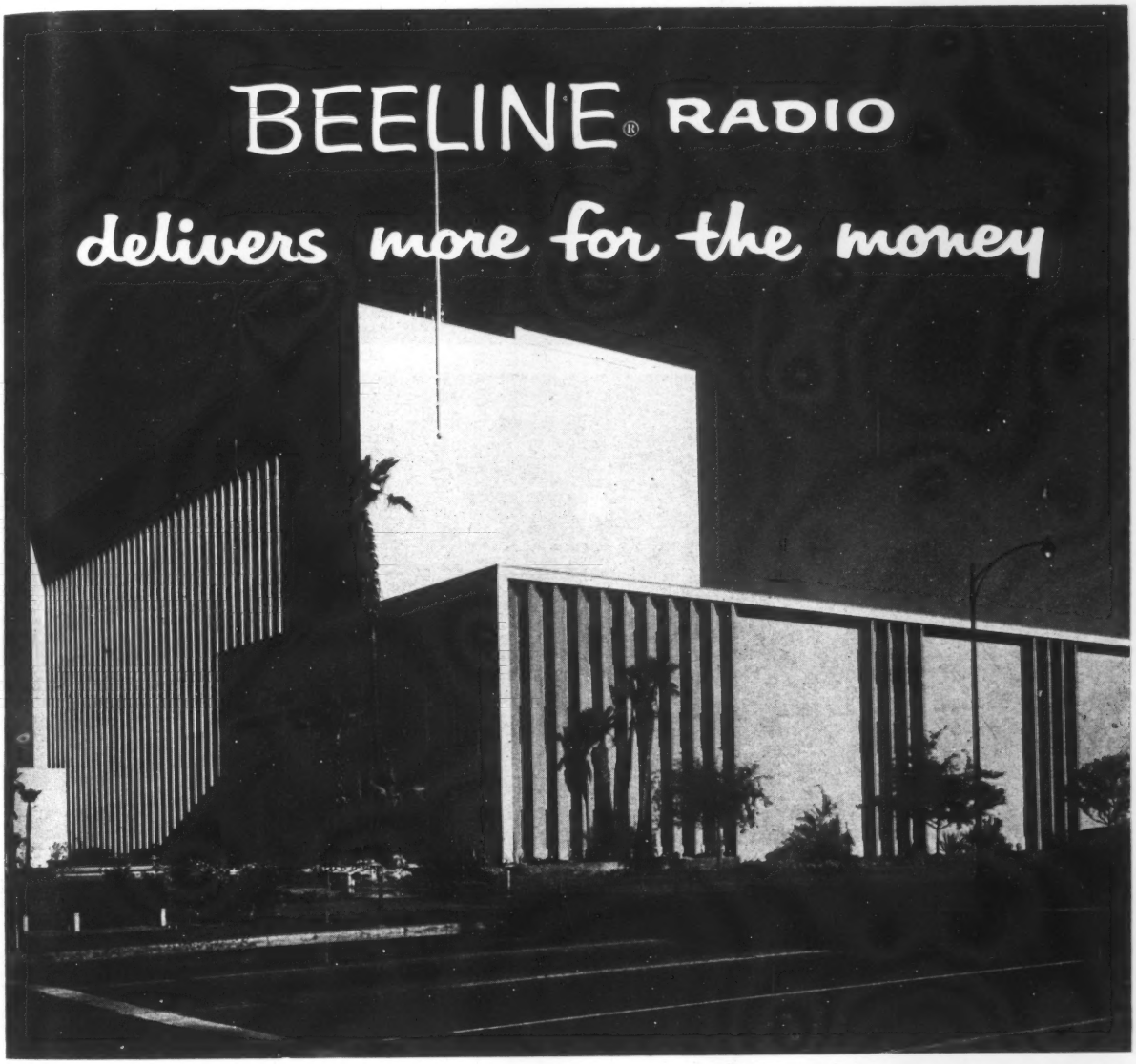
Dodge division of Chrysler Corp. is cutting in half its next season's sponsorship of *Lawrence Welk Show* on ABC-TV. The reduction amounts to an alternate hour of the program which is in the Saturday, 9-10 p.m. period (reportedly *Welk* will stay in that time.)

The decision followed an announcement last month (BROADCASTING, March 21) that Dodge would switch from Grant Adv. to BBDO. Involved in the change is an estimated $17 million in yearly billing, about half of which in the past had been earmarked for the *Welk* effort. It was made known last week that BBDO, though it doesn't take over officially until August, had been consulted in the decision on *Welk*. Also reported: ABC-TV is offering the alternate hour to a single sponsor or two advertisers.

It's understood that Dodge's decision partly rested on this consideration: By advertising a full hour every other week the automaker will continue to benefit from identification with the program while releasing additional money for more "flexible" advertising.

BEELINE® RADIO

delivers more for the money



Kern County Administrative and Courts Building

Beeline station radio broadcast markets are fertile with sales potential. For example, in Bakersfield — home city of KERN — retail sales are even greater than in Erie, Pa. (with almost 3 times more population) and San Bernadino, Calif. (almost twice as big!).*

Kern County, with Bakersfield its county seat, produces a quarter of all the State's oil . . . is the third largest agricultural county in U. S. . . . is important in mining, food-processing, metal fabrication and as a distribution center.

The most effective way to beam your radio message into the thriving Bakersfield market is on KERN, the Beeline station in Bakersfield.

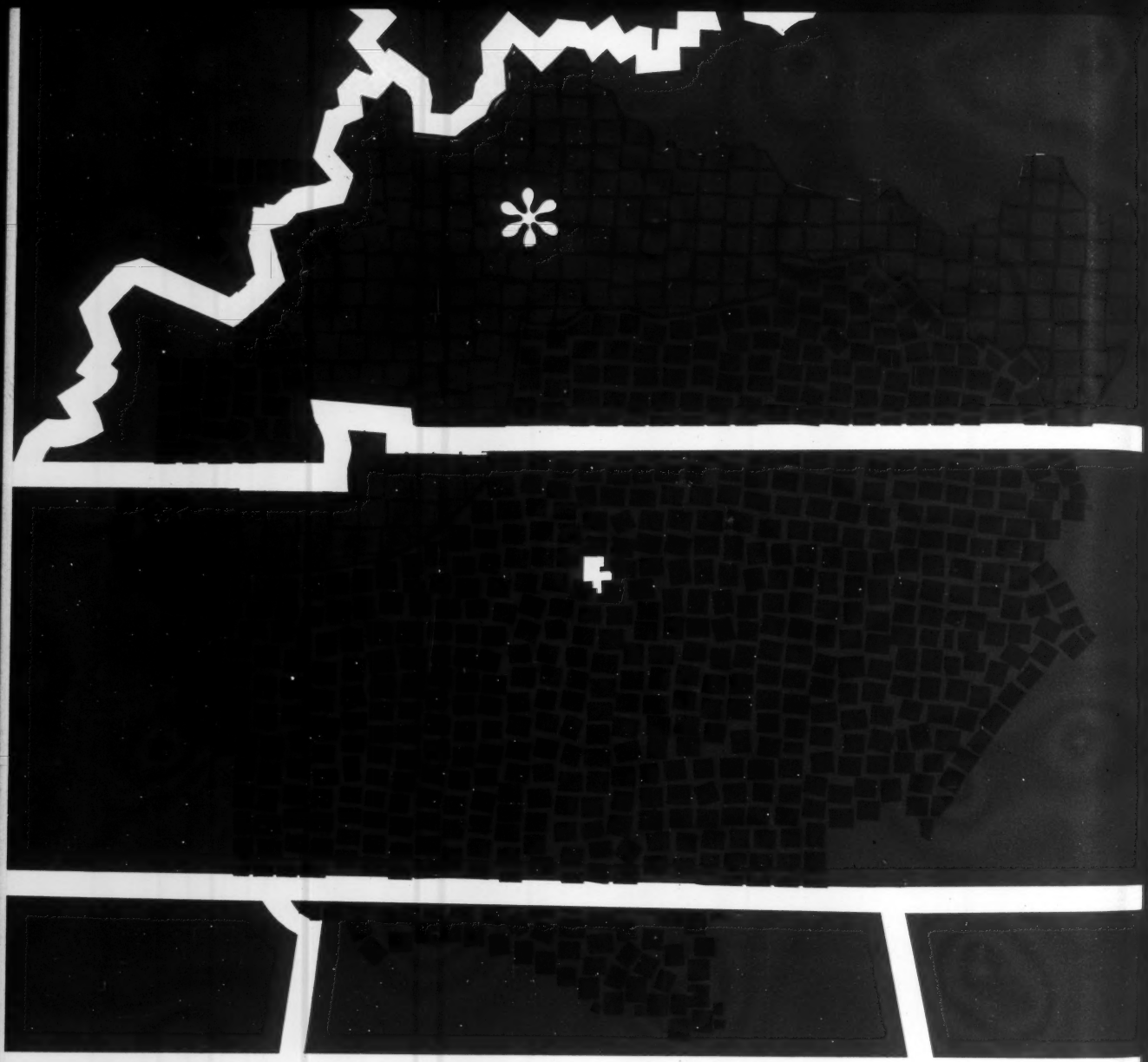
As a group, Beeline stations give you more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.,
NATIONAL REPRESENTATIVE



The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. ◐, of course.

WLAC-TV nashville — the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

Business briefly

Time sales

'Play' extended ■ Standard Oil Co. (New Jersey), N.Y., which signed for 13-week sponsorship of *The Play of the Week* drama series on WNTA-TV New York seven days a week and on WTOP-TV Washington once weekly, ending May 8, last week extended the pact until June 13 when the program goes off the air for the summer. Agency: Ogilvy, Benson & Mather, N.Y.

Wedding date ■ Yardley of London Inc. (cosmetics and toiletries), via N.W. Ayer & Son, will sponsor ABC-TV's *Princess Margaret's Wedding* special coverage on May 6 (Fri. 5-5:30 p.m. EDT). Program will pre-empt the last 30 minutes of *American Bandstand* on that date. ABC News, in cooperation with the BBC, plans to video-tape the entire event.

Spring polish ■ The Simoniz Co., Chicago, signed with ABC-TV for 20 quarter-hour participations in daytime programming covering eight weeks, plus participation in two half-hours of the alternating *Sugarfoot/Bronco* series (Tue., 7:30-8:30 p.m.). Agency: Young & Rubicam, Chicago.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 31-April 6 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 31	Untouchables (9:30 p.m.)	ABC-TV	29.1
Fri., April 1	Twilight Zone (10 p.m.)	CBS-TV	23.4
Sat., April 2	Gunsmoke (10 p.m.)	CBS-TV	28.8
Sun., April 3	Playhouse 90 (8 p.m.)	CBS-TV	24.1
Mon., April 4	Oscar Night (10 p.m.)	NBC-TV	51.0
Tue., April 5	Red Skelton (9:30 p.m.)	CBS-TV	24.3
Wed., April 6	Wagon Train (7:30 p.m.)	NBC-TV	30.8

Copyright 1960 American Research Bureau

All over town ■ United Artists Corp., New York, purchased 1,500 radio-tv spot announcements on 14 metropolitan New York stations to herald the arrival last week of the Hecht-Hill-Lancaster production, "The Unforgiven" at Loew's Capitol theatre. Around-the-clock air campaign uses spots ranging in length from 10 seconds to one-minute. On-air exploitation will be extended to an undetermined number of other markets. Agency in New York drive: Monroe-Greenthal & Co., business placed direct in other cities.

New and old ■ Scott Paper Co., Chester, Pa., has signed to sponsor a new situation comedy series, *Bringing Up Buddy* over CBS-TV (Mon., 8:30-9 p.m.) and renewing *Father Knows Best* over CBS-TV in a new time period (Tues., 8-8:30 p.m.), both starting next September. Agency: J. Walter Thompson Co., N.Y.

Mexican business ■ Kenyon & Eckhardt de Mexico has been appointed to handle advertising for Kraft Foods and Cerveceria Cuauhtemoc (Carta Blanca premium beer). K&E already handled the brewery's popular price brand Don Quijote Colosal Beer.

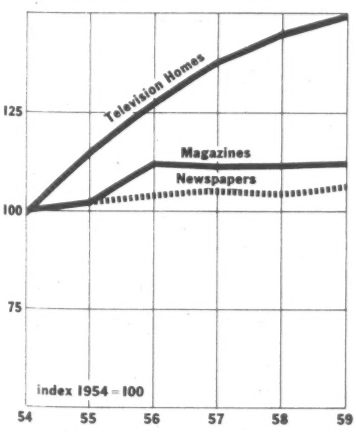
Unchained ■ McCulloch Corp. (chain saws), Los Angeles, starting saturation radio-tv campaign to run through mid-May in the Pacific Northwest. Sponsored shows include *Saturday Sports Special* on CBS Radio and *Hank Wea-*

Three measures of national advertising media

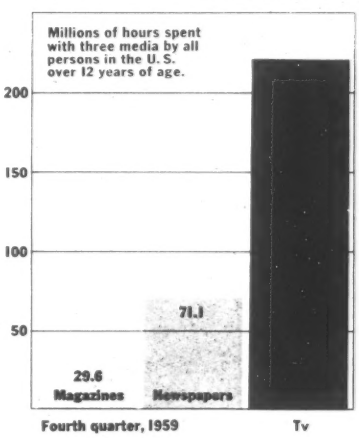
In its national audience, in attention (time spent with tv) and in the investment of national advertisers, tv has scored impressive gains compared to other national media such as magazines and newspapers. So reports CBS-TV to its affiliates.

In a letter to station managers, Carl Ward, CBS-TV vice president, notes the material (explanations and charts) is of use for either reference or in sales promotion. Much of the data deals with CBS program standings and ratings. The charts below, however, underline the strength of tv compared to other national media. The three measures are: audience, 50% gain for tv since 1954; time spent, people over 12 years of age spend twice as much time with tv as with newspapers and magazines combined; sponsor investment, advertisers have doubled dollar quantity in network and national spot in past five years, spending 44% more of budgets in tv than in magazines, 51% more than in newspapers.

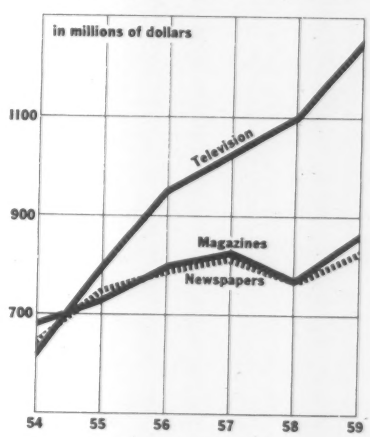
Circulation trends, 1954-59



Hours of attention per day



Spent by national advertisers



"As long as there is a voice, there is hope . . ." Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency—helping to beam broadcasts in 37 languages to countries of the globe.

OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities.
And thru cooperation with the Voice of America, it is service to the community of the world.
This is our pride and our privilege.

Crosley Broadcasting Corporation,
a division of **Avco**

ONE STATION GETS MORE AND MORE
of the
SPRINGFIELD
MASSACHUSETTS
Metropolitan Market

WSPR

Among 7 stations with studios in the Springfield area, WSPR has a greater share of the daytime listening audience than the other 6 stations combined — and keeps on getting more!

(Jan. '60 — Feb. '60 Hooper)

Get All the Facts

Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR

1000 WATTS 1270 KC
SPRINGFIELD, MASSACHUSETTS

ver News on ABC Radio. Other radio-tv sports and news shows will be on a local station basis. Agency: Fuller & Smith & Ross, L.A.

Coffee markets ■ General Foods Corp., White Plains, N.Y., has started introductory campaigns for Instant Yuban coffee in Philadelphia, Atlanta and St. Louis markets. Multiple spot tv announcements are included. Agency: Benton & Bowles, N.Y.

'Flintstones' set ■ Miles Labs, Elkhart, Ind. (Wade Adv.), and R.J. Reynolds Tobacco Co., N.Y. (Wm. Esty), signed to co-sponsor new situation comedy series, *The Flintstones,* next season on ABC-TV (Fri. 8:30-9 p.m.). Previously titled *The Flagstones,* animated series relates contemporary language, behavior and problems to prehistoric setting. Network purchased series from Screen Gems, tv subsidiary of Columbia Pictures.

Prestone push ■ Union Carbide Consumer Products Co. (Prestone car polish), Div. of Union Carbide Corp., N.Y., will enter some 25 major markets this spring with minute spots shown daily during late evening hours. It's estimated 31 million car owners, 52% of the nation's total, will see the introductory campaign, which features the use of a high-silicone polish in a newly designed container. Agency: Wm. Esty Co., N.Y.

Sunspots ■ Sun Oil Co., Philadelphia, has launched an all major media campaign to introduce its new Sunoco Blend 200X gasoline. The spring push includes commercials in 40 tv and 60 radio markets, in addition to announcements on the *Sunoco Three-Star Extra* news program on NBC Radio. Agency: William Esty Co., N.Y.

Fun theme ■ Bireley's Inc. (syrup bases for fruit-flavored beverages), Chicago, has set an extensive promotion program for franchised dealers. Included in the campaign are radio and tv commercials prepared by its agency, Irving J. Rosenbloom & Assoc., for local dealer use. Utilizing main theme of "Have a ball with Bireley's" and corollary one of "Fruit-flavored fun," the commercials feature cartoon-like characters (the "Brats") depicted in sports events. On radio they sing, stutter and spell out

A future problem

The fact of just so much available tv time may present a future serious problem for the major advertiser.

In essence this was the viewpoint from one of tv's blue-chip advertisers—P. Lorillard Co. as voiced by Board Chairman Lewis Gruber at a stockholders' meeting in New York last week. He noted tv has become a medium in which the advertiser spreads sponsorship to reach "the proper age group" while avoiding long-term commitments to hedge against "being caught in an ebb-tide of waning talent and program popularity." Said Mr. Gruber: "When we feel a program has served its purpose, we seek a replacement."

Greater budgets and more products are heading toward tv, Mr. Gruber noted, and there's only so much time to accommodate the increased splitting of messages. He warned advertisers may find it difficult from the standpoint of achieving "clear product exposure."

Mr. Gruber, whose company last year placed third among tobacco advertisers in tv by spending an estimated $17 million gross in network and national spot (R.J. Reynolds was first followed by Brown & Williamson), commented:

Television "is a media of fads and fancies, ruled by audience influence and questionable ratings." He noted "high ratings are not necessarily indicative of magic selling ability. Many shows with moderate ratings do far better at the cash register."

Cut of a different kind ■ Lorillard Board Chairman Lewis Gruber, who voiced concern about advertisers getting their share of tv time, takes time out at the stockholders' meeting to slice up the company's 200th birthday cake.

If it's reach you want

... Nielsen Station Index gives you *all* the dimensions you need for *all* competitive tv markets:

- total number of homes viewing each station by quarter hour
- total number of different homes reached by successive broadcasts and frequency of reaching them
- detailed composition of each time-period audience

NSI® supplies these useful measurements for both Metro/Central Areas and total station reach—with known and acceptable accuracy.

Send for free specimen reports and descriptive material on NSI nationwide services covering every tv market and major radio markets. See for yourself why, more than ever before, decision makers are relying on Nielsen Reports.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0113

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

REACHES
MORE BUYING
INCOME THAN
DALLAS
DENVER & DAYTON
PUT TOGETHER!

$4,714,210,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island
Represented by Gill-Perna

the "fruit-flavored" message; on tv (20-second spots and 8-second IDs) they urge viewers to "buy, buy, buy Bireley's."

Agency appointments

■ Agfa Inc. (distributor of photographic equipment), Armour Alliance (manufacturer of coated abrasives and cushioning products), Mobay Products (manufacturer and marketer of thermoplastic polycarbonate resin for engineering applications), and The Otto firm (large dairy in western Pennsylvania), appoint Ketchum, MacLeod & Grove, Pittsburgh.

■ United Packers Inc. (Red Crown canned meats), Chicago, appoints M.M. Fisher Assoc., same city, to handle its advertising. Company has used radio-tv.

■ The Chicago & North Western Railway System appoints Compton Adv. Inc., N.Y. Charles Mikuta named account supervisor.

■ Anheuser-Busch Inc., St. Louis, appoints J.M. Mathes Inc., N.Y. and Miami, to handle advertising for its Regal beer and ale accounts, effective April 9.

■ E. Regensburg & Sons, N.Y., appoints Heineman, Kleinfeld, Shaw & Joseph Inc. as agency for Admiration cigars and Medalist cigars.

■ Ever Sweet Corp. (processor of chilled juices), Lyons, Ill., appoints Doyle Dane Bernbach, Chicago, to handle its account effective June 1.

■ Duquesne Light Co., Pittsburgh, appoints BBDO, that city, as its first advertising agency. The electric utility serves metropolitan Pittsburgh.

■ Also in Advertising

Great outdoors ■ Two stations and RCA (for color tv) were among 43 advertisers to win awards in the Outdoor Advertising Assn. of America's nationwide contest. WFIL-AM-TV Philadelphia took first place in the category requiring use of 24-sheet posters and painted bulletins. WRVA Richmond, Va., tied for second in the category of 24-sheet poster campaigns of more than three but less than 12 months' duration. RCA Victor Distributing Corp. of Chicago took first prize for 24-sheet post campaigns in markets of more than one million population.

Talent on tape ■ Giantview Television Network, Detroit, on April 15 will make available to ad agencies and other firms that hire tv and movie talent, a directory assembled on two reels of video tape. Scheduled to be updated about every two months, the current directory includes some 100 actors, actresses, models and announcers. The directory will be a free service to employers of talent throughout the midwest, according to Stanley R. Akers, Giantview president, and the listing will be available on request.

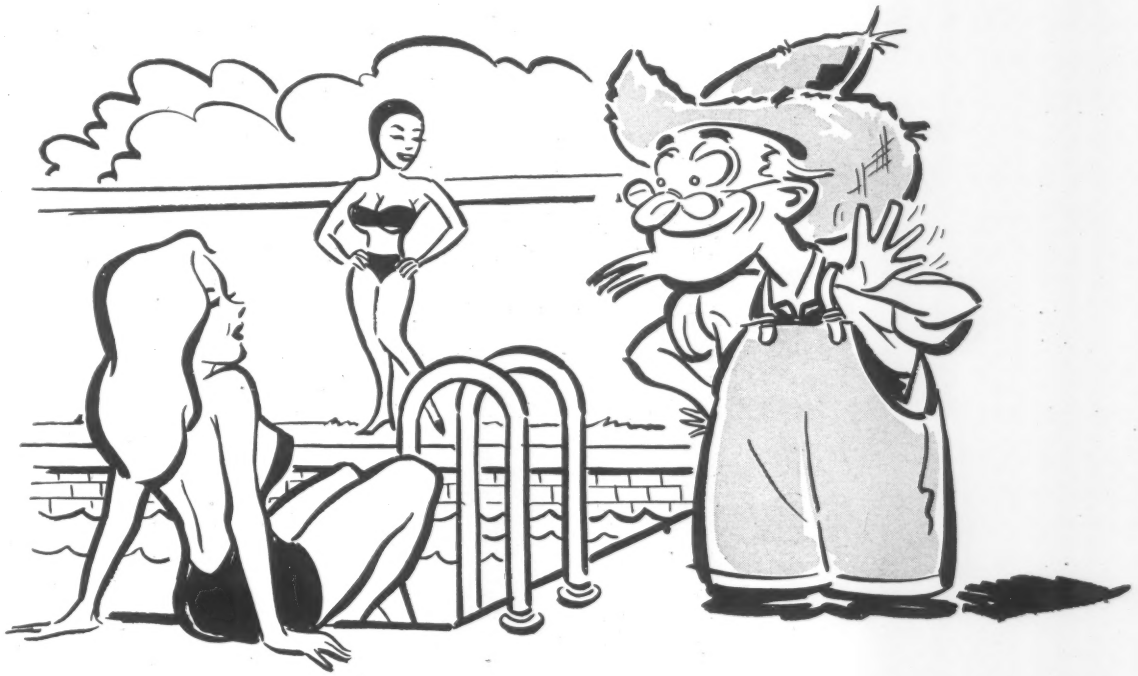
The new blood in tv network buying

It's not just the blue-chip spenders among advertisers that make up the network tv billing. As reported by Television Bureau of Advertising last week, 51% of the following group of 59 advertisers using the medium in 1959 for the first time spent less than $200,000 each. The following list of newcomers also points up an increased diversification among tv users:

Allied Van Lines	$ 235,587
Am. Agricultural Chem. Co.	25,660
Am. Luggage Works	25,897
Artfield Creations	8,000
Arvida Corp.	32,084
Barclay Mfg. Co.	33,758
Berkshire Knitting Mills	172,737
Botany Industries	42,610
Boyer International Labs	181,599
Chicago Printed String Co.	31,698
J. R. Clark Co.	64,554
Colorforms, Inc.	116,000
Coty Inc.	126,530
Diamond Nat'l Corp.	54,028
Walt Disney Productions	104,157
Drug Research Corp.	2,453,349
Dusharme Products, Inc.	100,250
E. Roosevelt Inst. for Cancer Research	114,735
Equitable Life Assur. Soc. of the US	1,349,817
F & F Labs	7,126
Gaylord Products	99,060
General Aniline & Film Corp.	598,978
Genesee Brewing Co.	44,688
Getty Oil Co.	14,275
Hickok Mfg. Co.	133,850
Jaymar Ruby, Inc.	22,300
Karoff, Inc.	20,821
Kayser-Roth Corp.	645,821
I. B. Kleinert Rubber Co.	511,742
Lanvin Parfumes	72,108
Lincoln Nat'l Life Ins.	73,176
Magnus Organ Corp.	45,552
Maremont Automotive Products	170,924
Massey Ferguson	1,789,730
McGregor Doniger	48,138
North A. Van Lines	169,220
Ohio Oil Co.	26,111
Old London Foods	123,820
Palm Beach Co.	151,818
Paper Novelty Mfg. Co.	12,990
Pioneer Industries	29,029
Puritron Corp.	16,084
Rainbow Crafts	28,000
Shakespeare Co.	24,263
Frank G. Shattuck Co.	170,233
Henry I. Siegel Co.	21,080
Sinclair Oil Corp.	127,050
South Penn Oil Co.	6,893
Standard Oil Co. of Calif.	7,500
Stanley Warner Corp.	14,570
Sterling Silversmiths Guild of Am.	131,182
Syntex Chemical Co.	73,588
Travelers Insurance Co.	65,750
U. S. Brewers Foundation, Inc.	311,325
United Airlines	30,155
E. R. Wagner Mfg. Co.	55,615
Ward Baking Co.	111,470
Watchmakers of Switzerland	113,085
Wyler & Co.	52,000

Source: LNA-BAR Released by TvB.

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

In February NBC Television reprogrammed its afternoon lineup. Here are the dramatic results, according to Nielsen.*

Fact...
the big daytime trend is to NBC.

Average rating up 22%... from 7.6 to 9.3

Average share of audience up 10%...from 33.5 to 37.0

Average homes per minute up 24%... from 3,193,000 to 3,956,000

Fact...
NBC's morning leadership continues.

21% greater share of audience than the second network.

87% greater share than the third network.

Fact...
NBC's afternoon audience increased 29%!

Every time period from Queen For A Day at 2 pm to Adventure Time at 4:30...up in share of audience.

The Loretta Young Theatre... up 63% over the former program.

look what's happening

Fact...
NBC wins half of all top-rated half hours.

NBC....6 half hours
Net.#2...6 half hours
Net.#3...0 half hours

(Every NBC program except one reaches more homes per average minute than any program on the third network.)

Fact...
Six of NBC's seven audience participation programs out-pull competing programming on both of the other networks.

NBC Average...4,100,000 Homes Per Minute

Net.#2 Average...3,700,000 Homes Per Minute

Net.#3 Average...2,500,000 Homes Per Minute

Fact...
NBC leads in overall average program share.

NBC....37.0
Net.#2...36.7
Net.#3...23.2

NBC TELEVISION NETWORK

...in broad daylight!

**NTI Average Audience, 10 am-1 pm and 2-5 pm Mon.-Fri., including NBC sustaining ratings. Feb. I and Mar. I, 1960.*

IT WAS A BEWILDERING CONVENTION

■ Biggest, best-attended, most business like of all NAB meets

■ How to live under FCC's Sec. 317 big topic of conversation

■ Broadcasters appeared confused, but so did members of FCC

Confusion stole the show in Chicago last week.

Broadcasters met around the carpeted acreage of the Conrad Hilton hotel, world's largest, to discuss their common and collective crises at one of the darkest moments in industry history.

Under NAB auspices they took part in the biggest and best-attended convention of all time—judging on the basis of physical arrangements.

Shot at from all sides, they had gone to Chicago to seek mutual solace, clarification of federal goings-on they couldn't comprehend and a chance to talk over all the trouble.

Congressional probes, FCC doubletalk, bloody headlines, charges of moral laxity. These were the subjects on delegates' minds.

It was enough to drive a delegate to drink.

Often it did. Yet the 38th annual NAB convention was restrained and serious as conventions go—a business-like assemblage, mild in tone and devoid of the playful happiness of many meetings.

Complicated ■ Judging by the comments of departing delegates, broadcasters weren't able to take many collective steps to eradicate their problems. It wasn't that simple. But they reviewed constructive moves designed to cope with public and press agitation.

Heard above everything was one cry —how to live under Sec. 317, the FCC's recent order defining in many hundreds of bureaucratic words the meaning of the rule governing sponsor identification.

Some broadcasters felt the most helpful part of the convention was the informal exchanging of views on the way sponsors, free records and assorted other day-to-day contacts should be identified on the air.

If broadcasters were baffled, they had distinguished company—the members of the FCC.

The men who conceived and handed down the sponsor policy appeared just as confused as broadcasters about the meaning of their bureaucratic baby.

What Does It Mean? ■ After listening several days to official and off-the-cuff FCC pronouncements, many delegates were still unable to figure out what the commission meant. They weren't at all sure how to identify free phonograph records, tapes from Congressmen, barter deals and, perhaps, the donor of a free ducat to a box supper at the Baptist church.

That's the way broadcasters were talking after several days in Chicago.

Least confused of the conventioneers were the delegates representing equipment and program firms.

Business was booming all over the two exhibit halls, around hospitality suites and even in elevators. Important money—millions of dollars—went into firm contract commitments. These were backed up by prospective sales of new transmitters, advanced tv tape recorders, latest tv cameras, refined automation devices for both radio and tv, tape cartridges and other accessories.

From NAB's official standpoint the show was brilliant and successful—the largest registration and best-arranged production in the association's history. Attendance at meetings was unprecedented, a reflection of the serious way delegates approached their problems.

Taxed Facilities ■ Traffic confusion developed as the convention outgrew the combined auditorium facilities of the Conrad Hilton and the adjoining Sheraton-Blackstone. In the latter hotel the satellite Engineering Conference had to turn away technical delegates. The grand ballroom of the Conrad Hilton was jammed with standees a half-dozen times.

One of the convention's surprises was the April 3 Fm Day meeting. Delegates were standing all around one of the major auditoriums despite the competition of network affiliate meetings.

Fm was a prime talking point all during the convention. Big money was in evidence as station brokers received inquiries. Some of the more prominent representative firms were no longer looking down their noses at the newer aural medium. Even the long indifferent manufacturers of radio sets were in-

NAB's new Tv Board ■ Seven tv directors were elected by the tv membership at Chicago (see story). New board (seated, clockwise): Eugene E. Thomas, KETV (TV) Omaha; Campbell Arnoux, WTAR-TV Norfolk, Va.; Clair R. McCollough, Steinman Stations; William B. Quarton, WMT-TV Cedar Rapids, Iowa; David C. Adams, NBC-TV; Willard E. Walbridge, KTRK-TV Houston; Dwight W. Martin, WAFB-TV Baton Rouge, La., elected vice chairman. Standing: W. D. Rogers, KDUB-TV Lubbock, Tex., elected chairman; William B. Lodge, CBS-TV; Joseph S. Sinclair, WJAR-TV Providence, R.I.; Alfred Beckman, ABC-TV; Joseph C. Drilling, KJEO-TV Fresno; C. Wrede Petersmeyer, Corinthian.

THE POWER OF PEOPLE, not machines, or technology, or formula, but interested, thinking, warm-hearted and loyal people are selling your products and services every day at the Balaban Stations. Nothing sells people like people and at Balaban, we've got people ... the right kind ... the right amount to sell for you. Meet just a sampling of our key personnel.

WIL *St. Louis*
KBOX *Dallas*
WRIT *Milwaukee*

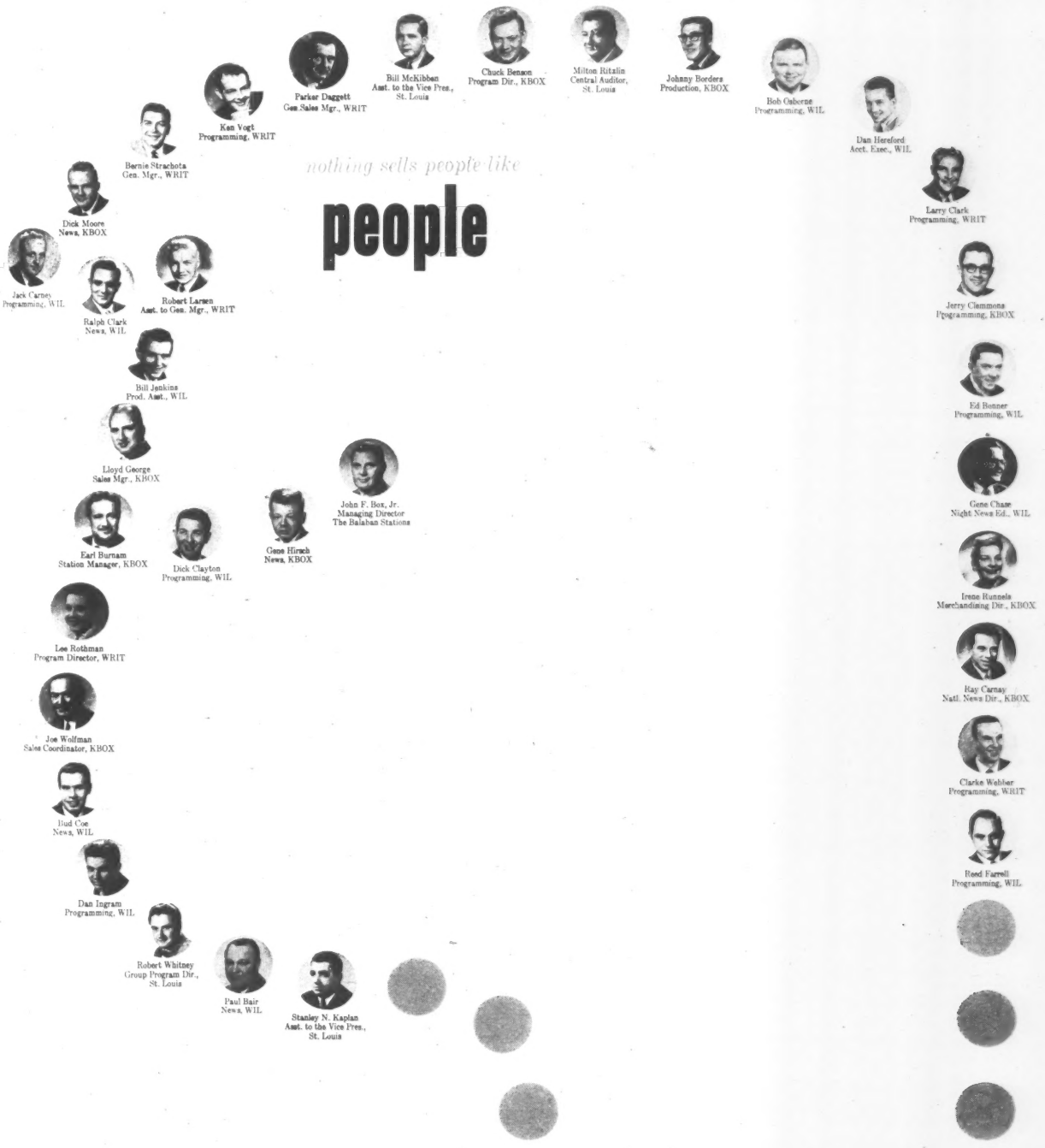
THE BALABAN STATIONS

in tempo with the times
John F. Box, Jr.,
Managing Director
SOLD NATIONALLY BY
ROBERT E. EASTMAN

THE MOST EXPERIENCED FLAGSHIP STATIONS IN THE NATION

nothing sells people like

people



tensely interested.

As available fm facilities become scarce in larger markets, prospects for fm appeared brighter than at any time since the FCC started luring capital into the band during post-war years.

Lending color to the convention programming were two notables—ex-President Harry S. Truman, who appeared at the Broadcast Pioneers dinner, and Secretary of State Christian Herter, luncheon speaker.

The Absentees ■ Conspicuously absent from the program was important representation from some of the principals in the broadcast field—members of Congress, the Federal Trade Commission, advertisers and agencies. Some advertising spokesmen took part in satellite conventions such as the National Assn. of Fm Broadcasters, a sales promotion organization.

As usual much of the business of broadcasting was conducted at the convention scene, and behind the scenes, too. Station representatives, attorneys, brokers and program suppliers had a busy time during the four convention days.

Networks took advantage of the congregated broadcasters to hold affiliate meetings and to confer informally. Fall tv network schedules were unveiled to affiliates. In the race for business, ABC-TV claimed to have gained ground on its competitive networks. It unveiled plans for a New York headquarters building.

NBC Radio claimed 92% of affiliates have endorsed the network's new program format. Mutual's affiliate advisory group applauded the McCarthy-Ferguson group, which took control last summer after the network had been kicked around several years by assorted owners.

New Gear ■ Many broadcasters felt the equipment show was worth the cost of the trip to Chicago. Interest was high in such items as the RCA 4½-inch tv camera; Collins, Gates and other cartridges for radio tapes; GE's new line, including a camera described as making old 16mm prints look good; the pint-size Ampex tv recorder as well as a new standard-size model, all equipped with the intersync system that permits clean mixing of multiple program sources.

Rear screen projectors appeared in new form. Radio and tv studio and transmitter automation systems held delegates' interest. Among captivating exhibits was the Bauer 1 kw am transmitter kit, a do-it-yourself job that was described as a money-saver.

Tape-editing and splicing devices looked good to many delegates and offered promise of early tape-syndicate services. Traffic was unusually heavy around the exhibit rooms.

The exhibits included a dozen lines of fm gear, another indication of the exceptional interest in that medium.

With this expansion, and the fact that over 15 million fm sets are in the public's hands, receiver manufacturers eagerly introduced new models.

Tribute to Fellows ■ At the opening session of the NAB convention last Monday, Frank Stanton, CBS president, delivered a memorial to Harold E. Fellows, NAB president, who died March 8. "Broadcasting never had a more effective, more respected or more diligent ambassador," Dr. Stanton said.

Attendance Up ■ Registration at the convention totaled 2,810 delegates—2,238 management and 572 engineering. This compares to 2,400 a year ago.

Tribute was paid at convention events to the late NAB president, Harold E. Fellows. Around the meeting spots his name was mentioned reverently by broadcasters. A eulogy was paid at the first formal session of the convention by Frank Stanton, CBS Inc. president. The NAB board and a convention resolution also paid respect to Mr. Fellows.

Clair R. McCollough, Steinman Stations, who received NAB's Distinguished Service Award, was keynote speaker. He criticized guerilla warfare within the industry, called for a clean-up campaign and suggested corrective steps to deal with trade deals, rate manipulations and other practices.

Meetings were held by two special committees—the policy group directing NAB affairs, headed by Mr. McCollough, and the committee named to find a candidate to succeed Mr. Fellows. The policy guiders reviewed association operating proposals such as the expansion of the tv code structure and implementation of the standards of practice.

The tv and radio codes comprise a primary weapon in the organized effort to meet public criticism through improved ethical practices, programming improvement and sharper commercial rules. Donald H. McGannon, Westinghouse Broadcasting Co., retired as tv code chairman. His successor is E.K. Hartenbower, Meredith stations.

Plain Talk ■ Mr. McGannon did some plain talking as he made his final appearance as chairman.

He warned against adopting an attitude of "Relax fellows, it'll all blow over." That's the sure way to get the industry into deeper trouble, he said.

Warnings abounded all during the convention. Broadcasters accepted them seriously. The spirit of play was less apparent than at any recent convention.

But the dominant topic was the FCC's failure to shed light on its sponsor identification policy.

"How do they expect us to obey an order they don't understand themselves," a broadcaster observed after the FCC panel session.

For company, he had a lot of fellow station operators who felt the same way and said so every time an ear was available.

There was much grief to rave about and a lot of opportunities to talk and squawk.

It was that kind of a convention.

A behavior code

A veteran broadcaster offered tv stations a simple set of behavior rules during the current crisis. Speaking at the NAB's April 4 tv session in Chicago, Payson Hall, Meredith Stations, suggested these guideposts:

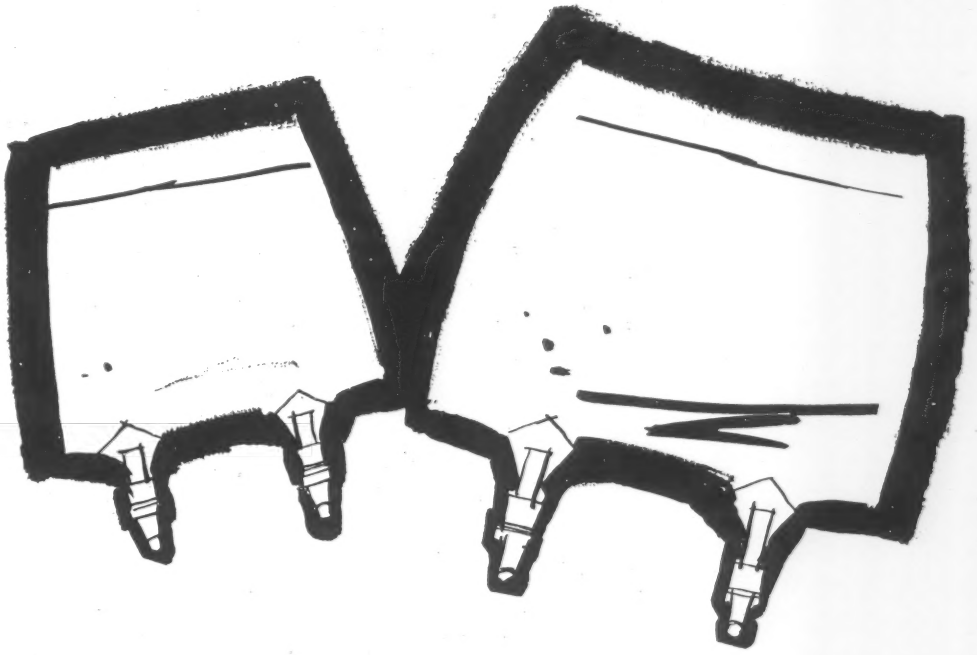
Broadcasters should continue to support the NAB, the Tv Code and the Television Information Office.

They should tell their story frequently to their Representatives and Senators.

They should be conscious of extending their influence locally by developing responsible editorializing.

They should keep in mind what their long-range interests are and refuse advertising or programming which do not coincide with long-range interests.

Audience Profile #6



331,034 WWDC housewives
are in the *prime buying*
age group of 25 to 49—
17.5% above the total sample
Washington, D.C. average.*
A *most pleasing* "young to
middle-aged spread" for *you!*

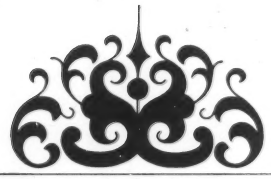
**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR



Our Man in India

Arthur Godfrey has never been content to coast. He is a perpetually *interested* man—in our world, in the different people and things in it.

Perhaps that is why he is so interesting to others, and so successful in a business in which you must interest others, all the time.

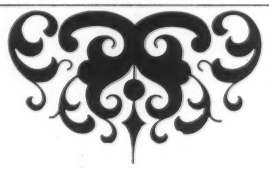
In February, Arthur Godfrey went off to see India and the East. As listeners already know from broadcasts sent back from the scene, it has been an unforgettable time. On his return, they will be sharing even more closely in the adventure. And he knows how to share it.

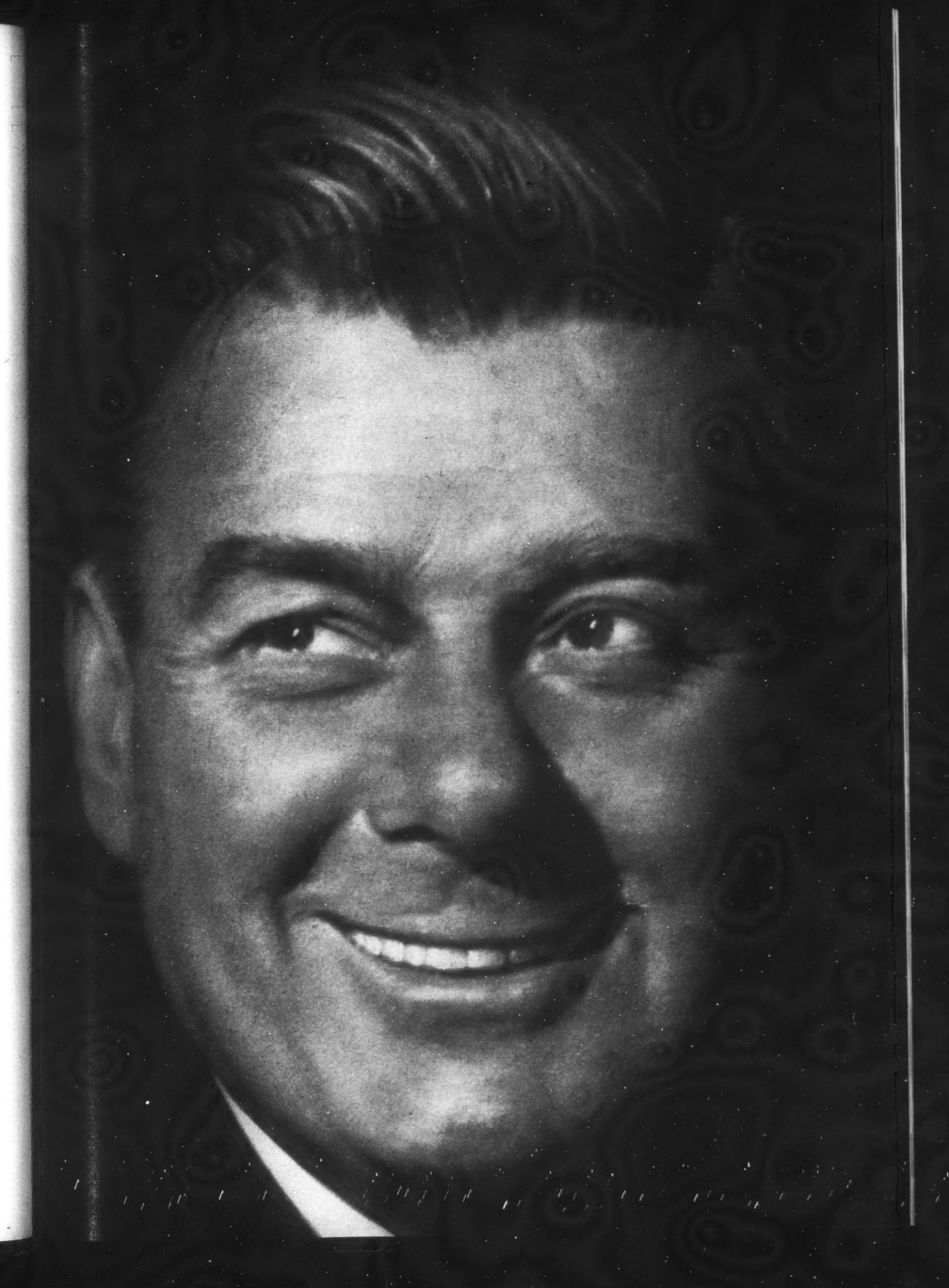
The Embassy of India in Washington, commenting on his visit, exactly described the impact of Arthur Godfrey on the air. "We are additionally pleased," they said, "that it is Mr. Godfrey who is bringing these reports to radio listeners in the United States, because we have a rather firm impression that *Mr. Godfrey . . . has a remarkably strong rapport with the American public.*"

And so he has.

Advertisers, as well as embassies, well know it.

The CBS Radio Network





CONFUSION ON 'PLUGOLA' NOTICE

Broadcasters receive four different opinions from FCC

Broadcasters, seeking guidance on how best to comply with the FCC's recent interpretation of sponsor identification requirements, received four different opinions from five commissioners at the NAB convention last week.

Sec. 317 of the Communications Act and the commission's March 16 public notice (BROADCASTING, March 20) drew the lion's share of the questions during the annual FCC panel Wednesday morning (April 6). From answers given to over 2,000 station executives present, the broadcasters received a definite impression that no licensees were going to be called to justice immediately as a result of the March notice.

But they left the huge Conrad Hilton banquet room just as confused as ever over how best to fulfill the FCC edict that they must identify the source of all material broadcast. One question asked in the corridors by delegates how often and what form announcements should take that records played by a station were given free. The commissioners' positions:

Chairman Frederick W. Ford—Such announcement must be made within "reasonable proximity" of when the record is played, but not necessarily immediately afterward. Specifically he said three times a day would not be often enough.

Commissioner T.A.M. Craven—Broadcasters are entitled to make a "practical application" of the ruling and are not required to make repeated announcements after every free record is played.

Commissioner Robert T. Bartley—An announcement identifying donor of record should be given at the time it is played. He also said that swap-out and barter agreements would have to be revealed in aired announcements.

Commissioner John S. Cross—After every song if free records come from various donors. If a block from the same manufacturer or distributor is played altogether, one identification for the whole group would be sufficient, he said. However, Commissioner Cross felt, if repeated announcements are made the broadcaster soon would lose his audience and no longer be faced with the problem. The FCC is "determined to stamp out this deception," he warned.

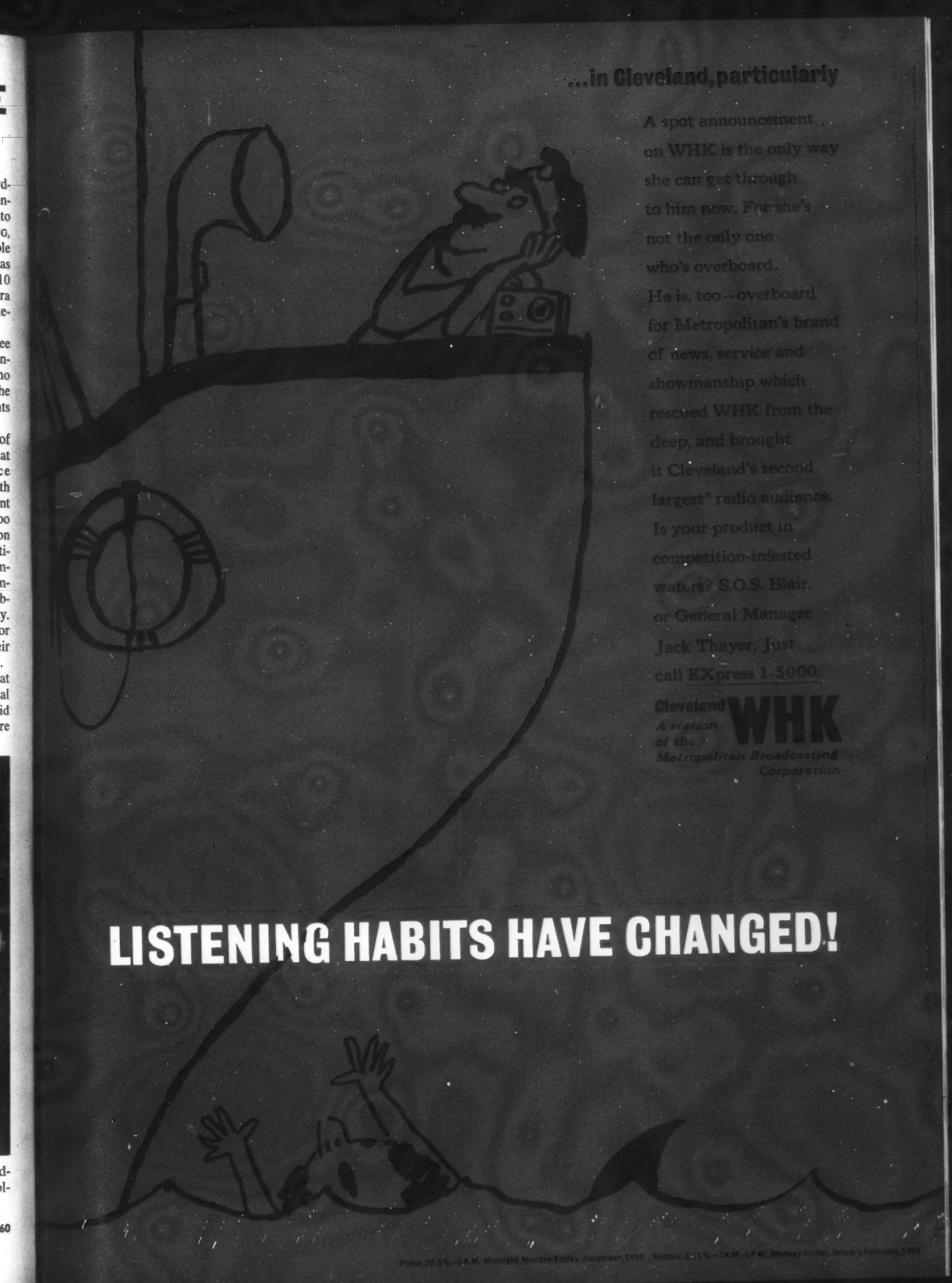
Commissioner Rosel H. Hyde—Comr. Hyde made no direct comment on how a broadcasterer should identify free records when they are aired, but he did make his views known in answer to another question. Three commissioners were asked what a station should do when it orders 10 records from a distributor and pays for them but receives 100 instead. Comr. Hyde advised that the un-asked-for 90 recordings be kept around until the FCC considers the comments in its inquiry into the March 16 notice (BROADCASTING, April 4). Comr. Cross said the whole 100 would have to be identified as "free" since the 90 would taint the 10 while Comr. Craven said that the extra 90 should be dumped in the wastebasket and forgotten.

Comrs. Hyde and Robert E. Lee (Comr. Lee did not attend the convention) were the two members who favored staying effectiveness of the FCC Sec. 317 ruling when comments on it were invited.

Wild Applause ■ Whenever one of the commissioners said something that the standing-room only audience wanted to hear, he was greeted with wild applause. Comr. Ford's statement that the commission would not be "too much concerned" with existing station record libraries was greeted enthusiastically. He said that he has been impressed with licensees efforts to comply with the order and that most problems have been caused by uncertainty. He agreed that it is a difficult task for stations to determine which of their records were acquired without charge.

Questioned about the FCC order that stations must pay more than a "nominal cost" for records, the chairman said broadcasters will know when they are

Give and take ■ The broadcasters asked, the commissioners answered at last Wednesday's FCC panel session during the NAB convention. Five of the six commissioners were present. L to r: T.A.M. Craven, Rosel Hyde, Chairman Frederick Ford, Robert Bartley and John Cross. Clair McCollough (at podium), moderated the session.


...in Cleveland, particularly
A spot announcement on WHK is the only way she can get through to him now. For she's not the only one who's overboard. He is, too—overboard for Metropolitan's brand of news, service and showmanship which rescued WHK from the deep, and brought it Cleveland's second largest* radio audience. Is your product in competition-infested waters? S.O.S. Blair, or General Manager Jack Thayer. Just call EXpress 1-5000.
Cleveland
A station of the Metropolitan Broadcasting Corporation
WHK
LISTENING HABITS HAVE CHANGED!
*Pulse 20.3%—6 A.M.-Midnight, Monday-Friday, December, 1959 . Hooper 21.1%—7 A.M.-6 P.M., Monday-Friday, January-February, 1960

BANKERS BANK on KSO RADIO!

Doing business with bankers keeps you on your toes. I learned fast that banking is a volume business and bankers look first for a station's ability to bring lots of people to their doors. In Des Moines that means KSO Radio. The proof is KSO's great lineup of financial advertisers: the Iowa-Des Moines National Bank . . . Central National Bank . . . Capital City State Bank . . . Valley Bank and Trust . . . National Banks of Des Moines . . . United Federal Savings and Loan. Get the highest rate of return on your advertising dollar, too. Bank on KSO Radio to blanket Des Moines and *all* Central Iowa. Compound your interest! Get the facts from your H-R salesman.

Tony Moe

DES MOINES and CENTRAL IOWA

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO
or contact **H-R** *REPS*

LARRY BENTSON, President · TONY MOE, Vice-Pres.-Gen. Mgr. · JOE FLOYD, Vice-Pres.

Associated with WLOL, Minneapolis-St. Paul; KELO-Land TV (KELO-tv, KDLO-tv, KPLO-tv); KELO Radio, Sioux Falls, S.D.

paying a fair price and when an effort is being made merely to "cover-up" something received free. "If it is a reasonable price and not a sham, then you have no problems," he said.

Asked if one aired announcement that a record was received free would constitute payment, Chairman Ford said he thought it would if a formal agreement to this effect was made. Thus, he said, the station would have no further problem in subsequent plays of the same recording. He said that after the FCC has studied the comments in its inquiry, legislation may well be needed to amend Sec. 317.

The commissioners reserved comment as to whether disc jockeys may (1) emcee record hops for a talent fee and (2) announce such appearances without logging a commercial. Commissioner Hyde said this problem will be taken up by the FCC and invited comments on it in the present inquiry.

Commissioner Cross disagreed with a contention from the floor that identification of a distributor or label as the donor of a record would constitute "plugola."

Convention Luncheon ■ On the previous day (Tuesday), Chairman Frederick W. Ford devoted the major portion of his address before a convention luncheon to programming and Sec. 317. In his first major address since becoming FCC chairman, he said that broadcasters are not meeting their programming obligations to children.

Chairman Ford also told a capacity crowd of over 1,200 that the commission's March 16 interpretation of Sec. 317 was designed (1) to apprise broadcasters of the commission's views with respect to past practices, (2) serve as a guide for future operations, and (3) permit action on hundreds of pending applications.

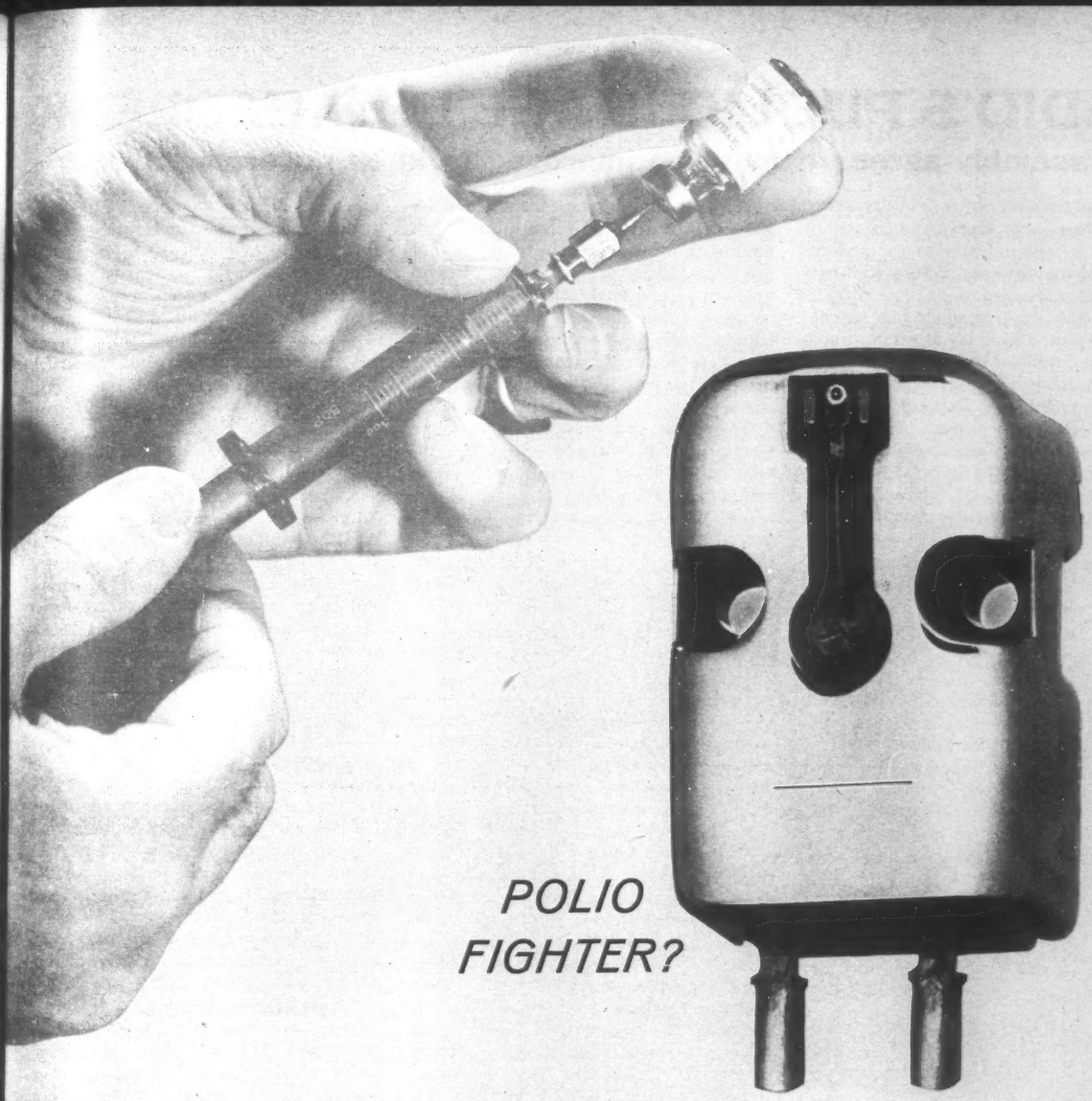
Because of its payola inquiry, the FCC had held up over 400 applications awaiting action and the public notice will permit action on these, he said.

The commission chairman said that he hesitated to speak about program content because he recognized that it is the broadcaster's responsibility to program in the public interest. "I share with you the belief that neither the commission, the Congress nor the public wants anyone in government to dictate what should or should not be broadcast," he said. "Public comment and complaints about excessive violence have, however, reached such proportions that I feel compelled to mention it."

Particularly singled out for comment were programs seen by the youth of America. "When I consider the attraction that television has for children . . . I cannot help but feel that all that needs to be done in this area is not being done. In short, is television's responsibility toward children being met?"

He said it is not simply a question of too much of this type of programming or advertising. "Rather, it is the question of whether this industry will measure up to its self-imposed responsibilities with respect to the advancement of education, religion and culture, the provision of wholesome entertainment, its special responsibility toward children, decency and decorum in production, its unique position as a vehicle for community affairs and its factual, fair and unbiased treatment of news, public events and controversial issues," the chairman said.

Applause for radio-tv ■ Secretary of State Christian A. Herter told the NAB convention's Monday (April 4) luncheon that radio and television serve the nation well in keeping people informed on objectives and development of foreign policy. He said that tv overseas is beginning to make the strides it has in this country, and said the U.S. Information Agency is gearing to make full use of the medium abroad. Secretary Herter specifically praised broadcasters' cooperation in supporting the Crusade for Freedom. Speaking of the "generous support" the State Dept. had received from the late Harold Fellows, the secretary said "his ability was matched by his patriotic willingness to serve, and we share your sorrow at his loss." Mr. Herter's address outlined the status of and prospects for U.S. foreign policy.



POLIO FIGHTER?

Sure he fights polio! ... even tuberculosis, fire and crime, poverty and delinquency. He helps the handicapped and finds foster parents for homeless children. Who is he? He's a diamond stylus, the business end of a radio station turntable. At KRLA, he works around the clock with much of his time devoted to spot campaigns in the public interest... up to 150 announcements in an average week. During National Health Week – co-operating with the March of Dimes and the Community Health Association – KRLA used 400 spots to promote the KRLA Polio Clinic. Thousands of people came to the Clinic, in downtown Los Angeles, for polio immunization! This is public *service*. Wherever you find it in depth, like this, you'll find a radio station that is a beneficial, *and effective*, force in its community.

Newest among the leaders serving America's greatest radio market

DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

RADIO'S PUBLIC IMAGE LOOKS BLEAK

Assembly agrees it must be improved to keep government out

The public image of radio has reached an all-time low level and must be changed by the industry or the government will step into the picture with new and unwanted regulations.

That was the overwhelming consensus at a spirited Monday afternoon radio assembly, attended by a record 700 station executives, during the NAB convention in Chicago. Participation from the floor reached a peak with a call being sounded for broadcasters to "stop running around with their tails between their legs" and defend themselves.

Other highlights of the three-hour session:

■ Report from F.C. Sowell, NAB radio board chairman, that radio membership in the association and its Standards of Good Practice has reached a record high.

■ Announcement that the All-Industry Radio Music License Committee will disband in favor of a streamlined 7-member continuing committee.

■ Word that Broadcast Music Inc. has agreed to a trial revision of its copyright agreements, resulting in a saving up to $100,000 for stations.

■ "Prospects on a Silver Platter" sales presentation by Station Representatives Assn.

". . . and then I said" ■ Ex-President Harry S. Truman was reminiscing all evening April 5 before and during his address to the Broadcast Pioneers dinner in Chicago. Mr. Truman was presented, among other gifts, a gold RCA microphone. Here he's talking with Merle S. Jones, president of the Pioneers and head of the CBS Tv Stations Div., who presided at the dinner.

Mr. Sowell told the assembled delegates that "we in the radio business are finding it pretty difficult to figure out just how badly we are hurt. Before one wound can heal, others show up to compound our distress." He paid high tribute to the NAB staff and radio board who "guide our ship through the most troubled waters we have ever experienced."

The radio chairman said that there now are 1,586 am and 480 fm members of NAB—a record high in both categories. Pointing out that Radio Month is just three weeks away, Mr. Sowell said that this would be a good time for stations to cite their own virtues. "Our sins have been emblazoned on the front pages of the press for months on end," he said. "It is high time for somebody to be extolling our virtues. If it means we have to do it ourselves, then let's do it."

Mr. Sowell, vice president and general manager of WLAC Nashville, told his colleagues that they must put up a united front. This is the only way the industry can adequately cope with attacks from the outside, he said.

Only One Choice ■ Cliff Gill, chairman of the NAB standards of good practice committee, had some blunt words for the delegates on the advisability of getting behind his committee. "Either we as a broadcasting industry proceed to regulate ourselves or the government is going to do it for us," he warned. "On the matter of self regulation, now is the time for the industry to put up or shut up. And for some station operators it may be the time to put up or shut down."

He said the members of his committee and NAB have been alarmed by (1) the serious threat of more rigid government control and (2) the lack of interest or apathy on the part of too many broadcasters. Mr. Gill, president of KEZY Anaheim, Calif., charged that stations have failed to support the committee's crash program to answer critics.

Acceptance of the NAB "implementation plan," designed to acquaint the public with the association, was less than overwhelming, he said. In January 1959, there were 611 subscribers to the standards of good practice. Following an appeal at the 1959 convention, the number had risen only to 683, Mr. Gill said. In January, the number of subscribers had reached 1,200 (60% of NAB members) and today it is up to 62.3%.

He pointed out that amendments to the code have been adopted to cover rigged quiz programs, payola and loaded interviews and the membership has been thrown open to radio stations which are not members of NAB. Also, for the first time in history the standards of good practices will have an enforcement program. Thus, Mr. Gill said, additional personnel will be hired to work on the regulatory program and a research firm will monitor stations on a spot-check basis and in response to complaints.

Two weeks ago, the committee on standards of good practice appointed a special three-man operations committee, composed of Mr. Gill, Frank Gaither, WSB Atlanta, and Cecil Woodland, WEJL Scranton, Pa., to establish the new enforcement program. This group will meet May 2 in Washington. At the same meeting, the committee amended one of the most objectionable phases of the standards; henceforth subscribers will be permitted 1½ minutes of commercial time per five minute segment instead of 1¼ minutes.

In conclusion, Mr. Gill made the following plea: "When in the near future you receive a communication from NAB regarding the new industry self-regulation plan, here is what I beg you to do. Open it with alacrity. Read it with interest. Take the action requested. And then thank God because an active, alert trade association made certain the envelope with the stamp got there ahead of the one with the frank [the FCC]."

Music License Activities ■ Robert T. Mason, president of WMRN Marion, Ohio, and chairman of the all-industry radio music licensing committee, reported on the activities of that group. With him was the committee's counsel, Emanuel Dannett of New York, to answer questions concerning the new contract with ASCAP.

Mr. Mason said that the 17-man committee would go out of existence this month but that a new seven-man continuing committee would be formed, composed principally of the old members. The new group will enter into negotiations with SESAC for a new contract with that music licensing organization. The committee also plans to close its New York office April 30.

Mr. Dannett said that BMI has been asked—and agreed on a trial basis—to revise the methods of computing costs in determining BMI's license fees. This means a concession to the industry as BMI contracts were renewed last fall at the old rates and stations stand to benefit by approximately $100,000. For a period of six months beginning May 1, stations will have the option of computing BMI fees under the old contract

McCollough says there are deeper ills than rigging, payola

The chairman of the regency that is temporarily running the NAB said last week broadcasting needs a major clean-up campaign.

Clair R. McCollough, of the Steinman Stations, said that the postwar scramble for position among radio and television broadcasters had degenerated into guerilla warfare "in far too many instances."

Mr. McCollough delivered the keynote speech at the opening general session of the NAB convention last Monday morning. At the same session he received the association's distinguished service award (see picture this page).

Quiz rigging and payola are symptoms of more basic malpractices, Mr. McCollough said. "Rate manipulations, trade deals, down-grading the competition in our own media" are among the "underlying ills," he said.

Unless these malpractices are corrected, broadcasters risk the loss of advertiser confidence. "More disturbing than that, however," Mr. McCollough said, "is the greater peril of attracting to our industry the charlatans, the deal makers, the unprincipled who, by attrition through the years, can destroy the confidence of the public itself."

Self-Examination ■ All broadcasters should now take a hard look at prevailing business practices, he said.

"Do we have a profit and loss statement for the listeners and viewers we serve as well as for our auditors?" he asked.

"Are we selling a valuable service —or are we bartering it?

"Are we selling a valuable service —or are we auctioning it?"

The 15 years since World War II have been marked, said Mr. McCollough, by "the postwar radio stampede and the astonishing growth of television; by the consequent changing patterns in broadcast programming; by the dislocation of radio network economy and by the unrestrained performance of some of the newcomers in their anxiety to capture audience and revenue by whatever means at their disposal."

At first there was "an enervating period of rate cutting," he said. Now there is "the far more dangerous situation where some radio stations do not have established rates." And "manifestations of the same practice are now appearing in television."

The Choices ■ It is time, said Mr. McCollough, for "intensive self-inspection."

The alternative will be "further depredations of one sort or another —and consequent injury to our defenses against our detractors."

The repair of broadcasting defects must begin with individual broadcasters, said Mr. McCollough, but individual action by itself is not enough. "In those areas where custom dictates and the law permits us to act in concert, we must allow no abridgement," he said. "The broadcasting industry must place great stress upon this 'oneness' factor in the days ahead."

The NAB, he said, performs "the most essential function of any organization in broadcasting." The record of its accomplishments to date is so good that "you could pay your dues to the NAB from now on for the rest of your natural life and still owe money on the obligation."

Distinguished service ■ Clair McCollough (l), Steinman Stations, was given the NAB's annual distinguished service award at the opening session of the association's convention last Monday. The presentation was made by G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB Television Board. The award was given for Mr. McCollough's "record of industry citizenship unique in . . . broadcasting."

or under terms of the ASCAP agreement.

Syndey Kaye, BMI board chairman, said that broadcasters who want to take advantage of the new accounting system should write to the licensing firm for new forms.

The Washington View ■ Washington attorneys Frank Fletcher and Warren Baker gave the radio delegates an insight into what the government can do now and what it might possibly do in the future. Mr. Fletcher, president of the Federal Communications Bar Assn. and member of the law firm of Spearman & Roberson, outlined proper areas of present government regulation in broadcasting. He confirmed that the FCC's March 16 public notice on sponsor identification left the legal profession in just as confused a state as the broadcasting industry.

Mr. Baker, former FCC general counsel and now in the Washington office of Chadbourne, Parke, Whiteside & Wolff, said that competition is the principal means of regulation but it does not always work. He criticized those stations which put programs on the air because their competitors do or plead that they did not have time to investigate thoroughly what they broadcast.

Agreeing with the general theme of the meeting, Mr. Baker stressed that the image of broadcasting is so poor that

it must be changed—either by the industry, or if that fails, the government. He said 99% of the officials in Washington do not want the government to dictate what is good programming taste but warned that the vocal 1% will win if self-improvements are not made. The industry is judged by its worst, not its best, he pointed out. "Self regulation is in reality self preservation," Mr. Baker stressed.

Wilson T. Porter of WMMS Bath, Me., speaking from the floor, received an ovation when he urged broadcasters to get the true story before the public—that payola is not an exclusive of the broadcaster media. It is time for the industry to stop pleading "we did wrong but we promise to do better in the future."

Several other station executives rose to defend the huge majority of stations and to urge a concerted counter-attack against critics. NAB should take the lead in an organized campaign to regain a favorable public image, the delegates told the NAB executives.

So many station managers wanted to be heard that the allotted time for the meeting ran out and John F. Meagher, NAB vice president for radio who was presiding, had to adjourn the session although several still were seeking the floor.

Earlier, Lawrence Webb and Wilmot (Bill) Losee of Station Representatives Assn. presented a 15-minute color slide presentation with sound designed to sell radio as the best means to reach the housewife. Mr. Webb, SRA managing director, said that 1959 was the biggest year in national spot radio history—with estimated billings of $176,782,000, up 2.8% over 1958—and predicted that the figure would reach $2 million in 1960.

NBC affiliates endorse new program format

Affiliates representing 92% of the NBC Radio station lineup have endorsed the network's new programming format and an even larger number—94%—feel that it has helped them become "better sounding" stations, George Harvey of WFLA Tampa, chairman of the NBC Radio Network Affiliates Committee, reported last week. He said the figures were based on a poll of the network's 200 affiliates.

Mr. Harvey's report was made at a meeting of the affiliates committee and network officials last Tuesday in Chicago. The committee also issued a statement commending the network for its new format, which went into effect in January emphasizing news, news analysis, public events and the "Monitor" service. The committee also singled out William K. McDaniel, vice president in charge of the network, for leading in the execution of the new format, which it called "the industry's only forward-looking concept."

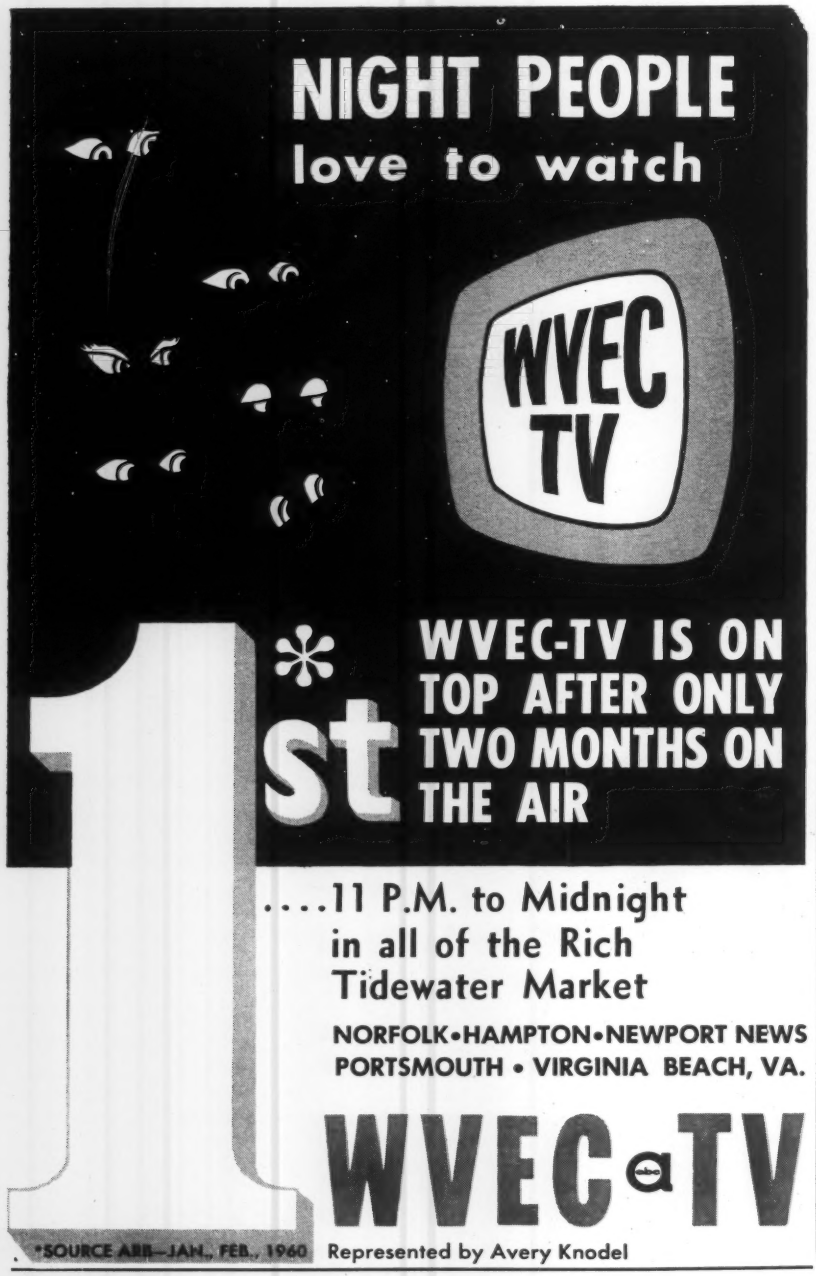
NBC Chairman Robert W. Sarnoff, President Robert E. Kintner, Senior Executive Vice President David C. Adams and Mr. McDaniel headed the NBC contingent at the meeting. Mr. Harvey and Douglas Manship of WJBO Baton Rouge, La., secretary, led the eight committeemen representing affiliates.

New measurement for radio planned

A movement for a new measurement of radio coverage was launched and gathered momentum at the NAB convention last week.

Some 40 to 50 stations attended a meeting called by officials of Crosley Broadcasting Co. to appraise the extent of interest in such a project, which would be the first for radio since A.C. Nielsen Co.'s NCS No. 2 in 1956.

Crosley authorities appeared well pleased by station reaction at the meeting. They said the next move would be the Nielsen company's. Nielsen is expected shortly to begin approaching networks, agencies and stations gen-


NIGHT PEOPLE
love to watch
WVEC TV
1st
WVEC-TV IS ON TOP AFTER ONLY TWO MONTHS ON THE AIR
....11 P.M. to Midnight in all of the Rich Tidewater Market
NORFOLK•HAMPTON•NEWPORT NEWS
PORTSMOUTH • VIRGINIA BEACH, VA.
WVEC-TV
*SOURCE ARB—JAN., FEB., 1960
Represented by Avery Knodel

April came in like March

	AVERAGE AUDIENCE RATINGS*
ABC-TV	19.4
NET Y	19.0
NET Z	18.2

Or if you're a night man: ABC came in 1st three nights of the week, 2nd four nights of the week, 3rd *no* nights of the week. *Source: Nielsen First April 24-Market TV Report, week ending March 27, all seven nights, 8-10:30 PM, NYT.

ABC TELEVISION

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

■ WPDQ Jacksonville, Fla.: Sold by Robert R. Feagin and James R. Stockton to Ohio Broadcasting Co. (WHBC Canton, Ohio) for over $500,000. Ohio Broadcasting is headed by Eugene Carr and is a subsidiary of Brush-Moore Newspapers (*Canton Repository*, etc.). Mr. Feagin is remaining as manager of WPDQ and no immediate changes in personnel or programming are contemplated. WPDQ is 5 kw independent on 600 kc.

■ KNGS Hanford, Calif.: Sold by A.J. Krisik and Ellsworth Peck to John C. Cohan for $360,000. Mr. Cohan recently sold KSBW-AM-FM-TV Salinas-Monterey, and KSBY-TV San Luis Obispo, both Calif. He also owns KVEC San Luis Obispo. Mr. Krisik is majority owner of KFIV Modesto and board chairman of KJBS San Francisco, both California. KNGS is 1 kw on 620 kc. Broker was Hamilton-Landis & Assoc.

■ KOME Tulsa, Okla.: Sold by Charles W. Holt and associates to Franklin Broadcasting Co. for $315,000. Franklin Broadcasting is part of William F. Johns group, which also includes WMIN St. Paul, WLOD Pompano Beach, Fla.; KRIB Mason City, Iowa, and WYFE New Orleans. Johns group is also buying WILD Boston, Mass. KOME is 5 kw day, 1 kw night on 1500 kc. Transaction was handled by Patt McDonald Co.

■ WTYM East Longmeadow (Springfield), Mass.: Sold by Paul Perreault and Art Tacker to Executive Broadcasting Corp. for $140,000. Executive Broadcasting is headed by Stanley M. Ulanoff, Long Island realtor, bowling alley interests and author. Station is 5 kw daytimer on 1600 kc. Transaction was handled by Edwin Tornberg & Co.

■ WTHR Panama City, Fla.: Sold by Mrs. Helen King to Van Lane for $90,000. Mr. Lane is KYW sportscaster. WTHR is 500 w daytimer on 1480 kc. Broker was Blackburn & Co.

■ WPKO Waverly, Ohio: Sold by Warren W. Cooper and associates to Ohio Quests Inc. for $40,000. James B. Denton, air personality, is president of buying group. WPKO is 1 kw daytimer on 1380 kc. Broker was R.C. Crisler & Co.

erally in an effort to determine whether there is adequate support for a radio NCS 3.

Leaders in last week's meeting felt the timing was right for a new radio measurement. In addition to the considerable time lapse since the last one, during which many changes in radio programming have evolved, it was noted that a 1960-61 measurement could tie into results of the U.S. census now being conducted.

There was a strong feeling that any new coverage study should show not only the circulation of individual stations but also add a feature not present in past coverage studies; the number of homes reached by radio generally during significant periods—day, week, month, etc.—apart from tune-in to specific stations. This type of information, it was pointed out, would have basic importance in selling radio as a medium, just as individual station data would be important in buying and selling specific advertising campaigns.

Peter Lasker, sales vice president of Crosley, presided over the meeting in Chicago last Tuesday.

Last week's NAB Convention brought some new and interesting properties to Blackburn & Company. Among them are:

SOUTHWEST — ***$350,000***

Successful full time operated facilities in fast growing important top 100 market. $100,000 cash down.

CALIFORNIA — ***$260,000***

Profitable full time station serving unusual growth area. Excellent management.

SOUTHEAST — ***$150,000***

Metropolitan coastal market. Property with demonstrable growth capacity. Low down payment and reasonable payout.

VIRGINIA — ***$90,000***

Steadily improving daytimer, now profitable, in a strong radio market. Good physical plant. $25,000 cash down.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

CCBS hears comments

Clear Channel Broadcasting Service's annual meeting during the NAB convention was devoted to discussion of the group's comments before the FCC on proposed clear channel rulemaking (AT DEADLINE, April 4). Reports on these FCC developments were given by CCBS Director Gayle Gupton and Washington counsel Reed Rollo.

John H. DeWitt, president of WSM Nashville and chairman of CCBS' engineering committee, reported on the engineering phase of the group's comments to the FCC. He explained the data included some 100 maps showing the effects of signal duplication and what would be accomplished through the use of higher power.

Mr. Gupton said CCBS again had received support by resolution from the National Grange and the National Council of Farmer Cooperatives. The Illinois Farmers Union adopted a resolution favoring the CCBS position in January, he said.

In its comments to the commission, CCBS said that all rural homes should have a choice of four adequate nighttime radio signals. They asked the FCC to raise power limitations to at least 750 kw so that this could be accomplished.

NEW NSI PROVES WCKY IS SOME BUY!

And what dramatic proof! That new Nielsen shows that in every time period throughout the day WCKY now reaches **more** people . . . as many as 1,044,400 different homes monthly in just one three-hour block. But even more important, one quarter-hour program now delivers better than a million different adults in just four weeks. Tom Welstead in New York and AM Radio Sales will show you why WCKY is some great buy!

WCKY · RADIO
50,000 WATTS
CINCINNATI

FRIGHTFUL NUISANCE,

turning the page quarter way 'round, but worth the effort, old horseman. All about how to reach all the great state of South Carolina with a flick of a finger, by pointing at WIS-TELEVISION, COLUMBIA, SOUTH CAROLINA.

I'm Major Sellingforce, and old-timers will tell you when I got out of Hampton's Redshirts I designed the state of South Carolina so that NBC and ABC programs from WIS-TV's 1526-foot tower would reach the whole state (well, most of it, anyway). Not easy, but I'm foresighted. Think of it! 1,207,500 people, 286,500 homes, 233,931 TV homes, $853,000,000 retail sales, and $1,274,000,000 buying income! Incredible, but word of honor! All for one buy, WIS-TV, major selling force in South Carolina. Named for me, old musketeer. Proud of it. Ask your PETERS, GRIFFIN, WOODWARD, INC. representative. Or mail a doubting query direct, see what happens in the way of proof. Outstanding, frankly.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

TV CODE GETS CHICAGO HYPO

Strengthened offices to enforce rules

NAB's television code structure, beefed up to keep pace with current public feeling and the medium's general image, was unveiled last week before the Chicago convention.

With a membership expanded from five to seven, the code administration will have stronger offices to maintain enforcement and keep broadcasters abreast of code rules as well as their application.

A major change in top staffing came with the end of Donald H. Gannon's term as Tv Code Board chairman. The Westinghouse Broadcasting Co. president was acclaimed by the board as he retired from the post. Fifth code chairman, he was praised for "the great progress made in advancing the cause of the tv code" and for the growth and recognition attained by the code in the tv industry.

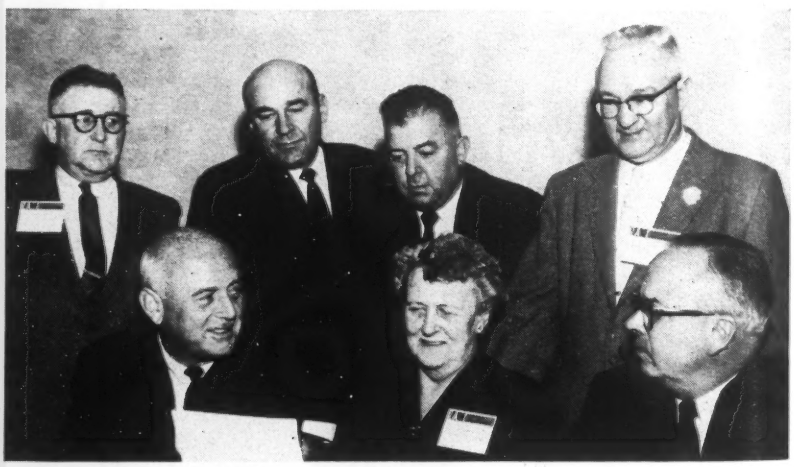
Taking over as new chairman was E.K. Hartenbower, Meredith Stations. As chairman of the board's personal products subcommittee, Mr. Hartenbower directed studies into one of the most sensitive phases of television.

Mr. McGannon's farewell address to the tv membership reviewed his administration and traced growth of code membership from a low of 269 members last summer to the present 380, or 75% of all tv commercial stations.

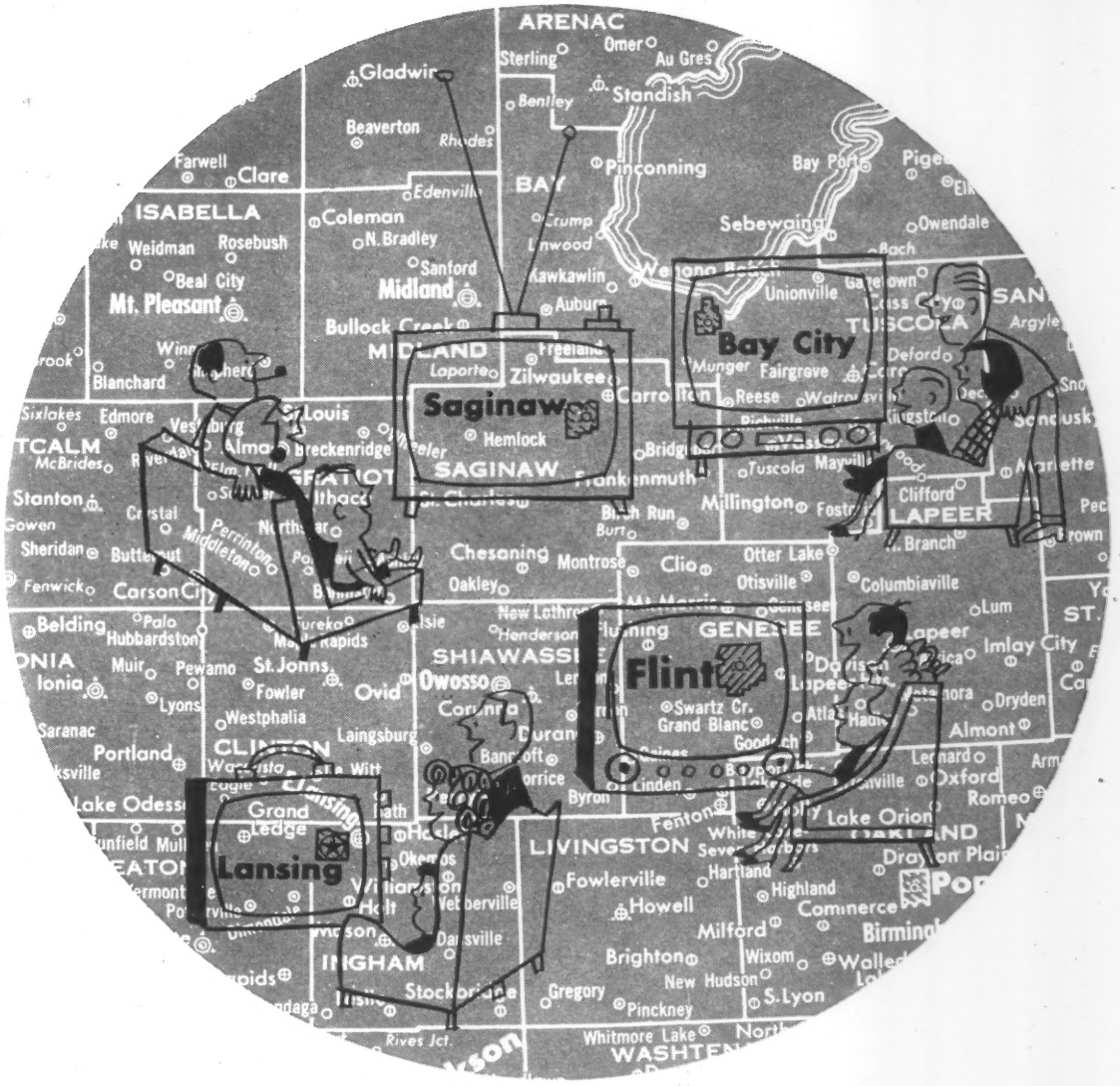
"The code atmosphere is far less pressurized than that which we have experienced in the last eight or 10 months," he said. "Our future consists of perfecting the basic plan. On the one hand we must guard against the impractical, the unnecessarily puristic, or the tendency to be more onerous or more restrictive than perhaps even the governmental agencies might be if our self-regulatory efforts were to fail. On the other hand, our problem is one of demonstrating that self-regulation is not just a cliche. It means just what the words imply—a control, a disciplining of our own business and business activities with a view to protecting our public from deception, from impropriety, from bad taste, from excesses and from blatancy."

New members joining the Tv Code Board were Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; James M. Gaines, WOAI-TV San Antonio, Tex., and George Whitney, KFMB-TV San Diego, Calif. Continuing in service are Mrs. A. Scott Bullitt, KING-TV Seattle; Joseph Herold, KBTV (TV) Denver, and Gaines Kelley, WFMY-TV Greensboro, N.C.

Expansion plans include additional staff help to back up the Washington headquarters operation, headed by Edward Bronson and Harry Ward, director and assistant director, respectively, of tv code affairs. The Hollywood office will be strengthened and another will be opened in New York to keep in touch with agencies, advertisers and networks.



New code board takes over ■ NAB's Tv Code Review Board was expanded from five to seven members effective with the convention. The current slate (l to r): seated, George Whitney, KFMB-TV San Diego, Calif.; Mrs. A. Scott Bullitt, KING-TV Seattle, and E. K. Hartenbower, KCMO-TV Kansas City, chairman; standing, Edward H. Bronson, tv code affairs director; Joseph Herold, KBTV(TV) Denver; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Gaines Kelley, WFMY-TV Greensboro, N. C. Missing from photo: James M. Gaines, WOAI-TV San Antonio, Tex.



Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT

Channel 12—Flint

PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta

FRIGHTFUL NUISANCE,
turning the page quarter way 'round, but worth the effort, old horseman. All about how to reach all the great state of South Carolina with a flick of a finger, by pointing at WIS-TELEVISION, COLUMBIA, SOUTH CAROLINA.
I'm Major Sellingforce, and old-timers will tell you when I got out of Hampton's Redshirts I designed the state of South Carolina so that NBC and ABC programs from WIS-TV's 1526-foot tower would reach the whole state (well, most of it, anyway). Not easy, but I'm foresighted. Think of it! 1,207,500 people, 286,500 homes, 233,931 TV homes, $853,000,000 retail sales, and $1,274,000,000 buying income! Incredible, but word of honor! All for one buy. WIS-TV, major selling force in South Carolina. Named for me, old musketeer. Proud of it. Ask your PETERS, GRIFFIN, WOODWARD, INC. representative. Or mail a doubting query direct, see what happens in the way of proof. Outstounding, frankly.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

TV CODE GETS CHICAGO HYPO

Strengthened offices to enforce rules

NAB's television code structure, beefed up to keep pace with current public feeling and the medium's general image, was unveiled last week before the Chicago convention.

With a membership expanded from five to seven, the code administration will have stronger offices to maintain enforcement and keep broadcasters abreast of code rules as well as their application.

A major change in top staffing came with the end of Donald H. Gannon's term as Tv Code Board chairman. The Westinghouse Broadcasting Co. president was acclaimed by the board as he retired from the post. Fifth code chairman, he was praised for "the great progress made in advancing the cause of the tv code" and for the growth and recognition attained by the code in the tv industry.

Taking over as new chairman was E.K. Hartenbower, Meredith Stations. As chairman of the board's personal products subcommittee, Mr. Hartenbower directed studies into one of the most sensitive phases of television.

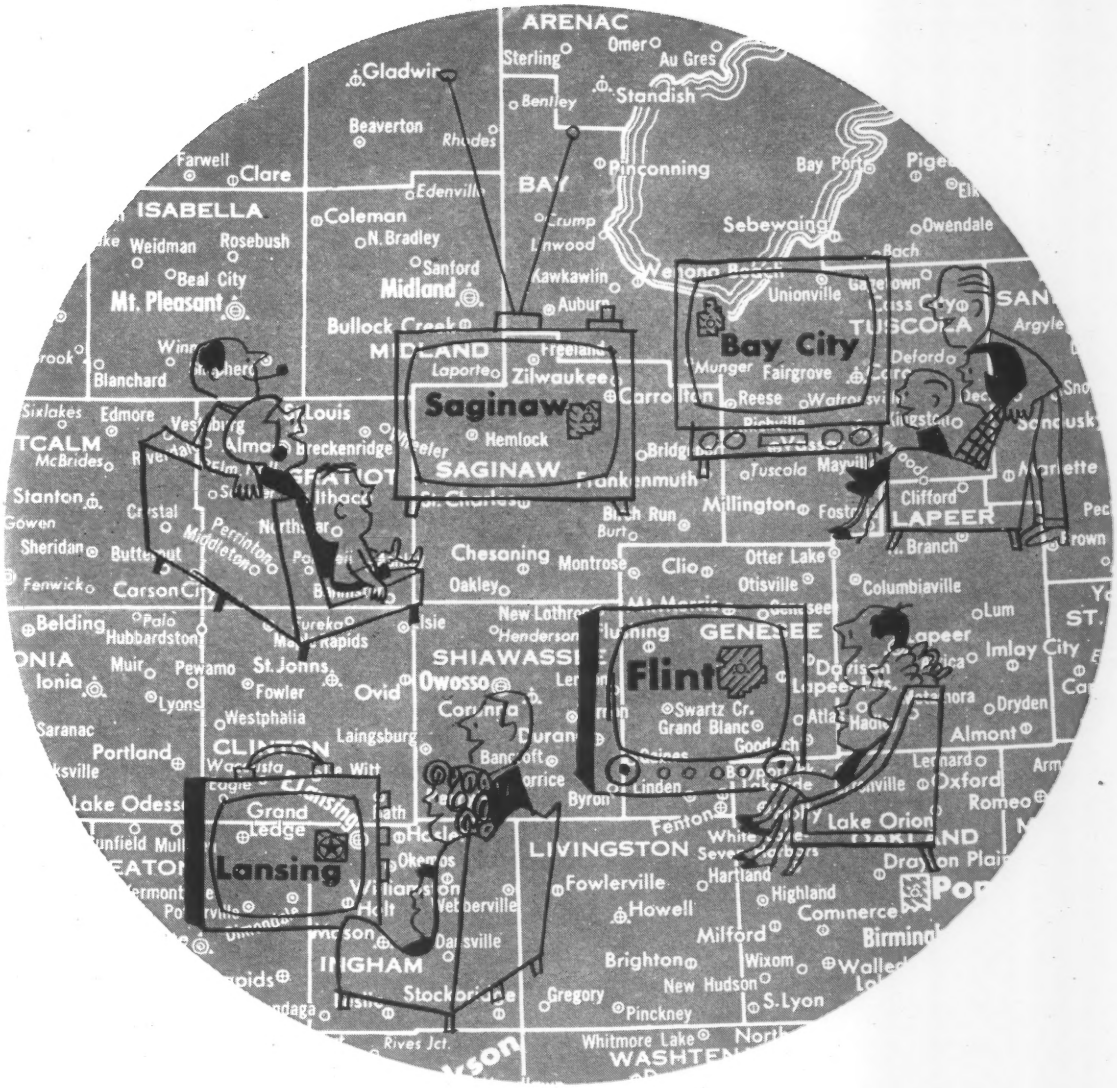
Mr. McGannon's farewell address to the tv membership reviewed his administration and traced growth of code membership from a low of 269 members last summer to the present 380, or 75% of all tv commercial stations.

"The code atmosphere is far less pressurized than that which we have experienced in the last eight or 10 months," he said. "Our future consists of perfecting the basic plan. On the one hand we must guard against the impractical, the unnecessarily puristic, or the tendency to be more onerous or more restrictive than perhaps even the governmental agencies might be if our self-regulatory efforts were to fail. On the other hand, our problem is one of demonstrating that self-regulation is not just a cliche. It means just what the words imply—a control, a disciplining of our own business and business activities with a view to protecting our public from deception, from impropriety, from bad taste, from excesses and from blatancy."

New members joining the Tv Code Board were Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; James M. Gaines, WOAI-TV San Antonio, Tex., and George Whitney, KFMB-TV San Diego, Calif. Continuing in service are Mrs. A. Scott Bullitt, KING-TV Seattle; Joseph Herold, KBTV (TV) Denver, and Gaines Kelley, WFMY-TV Greensboro, N.C.

Expansion plans include additional staff help to back up the Washington headquarters operation, headed by Edward Bronson and Harry Ward, director and assistant director, respectively, of tv code affairs. The Hollywood office will be strengthened and another will be opened in New York to keep in touch with agencies, advertisers and networks.

New code board takes over ■ NAB's Tv Code Review Board was expanded from five to seven members effective with the convention. The current slate (l to r): seated, George Whitney, KFMB-TV San Diego, Calif.; Mrs. A. Scott Bullitt, KING-TV Seattle, and E. K. Hartenbower, KCMO-TV Kansas City, chairman; standing, Edward H. Bronson, tv code affairs director; Joseph Herold, KBTV(TV) Denver; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Gaines Kelley, WFMY-TV Greensboro, N. C. Missing from photo: James M. Gaines, WOAI-TV San Antonio, Tex.



Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT

Channel 12—Flint

PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta

FM'S STAR GROWS EVEN BRIGHTER

Report shows gains on am, tv with record 15 million sets

Fm broadcasting made an impressive showing last week at the NAB Chicago convention. The medium is gaining on am broadcasting, and on television too, the convention was told.

Several signs of progress appeared in Chicago:

Station brokers were receiving numerous inquiries from potential buyers of fm stations, particularly in major markets. Set manufacturers appeared with fm auto receivers competitively priced with am sets.

The new National Assn. of Fm Broadcasters went into action as a full-fledged sales promotion unit and in effect declared war on Radio Advertising Bureau. NAB's Fm Day program drew a standing-room overflow audience. Population explosion and growth of suburbs were described as offering fm a chance to put prime service into areas where am stations have coverage troubles. Fm programming is becoming more diversified, including many pop-standard music stations and even a country-music outlet.

Fm circulation is at an alltime peak, over 15 million sets. Madison Avenue is starting to do serious fm research. Optimistic forecasts went so far as to predict fm will replace am within a decade, following the trend in Europe.

Many types of fm equipment were on display in the equipment show—more than have been seen in several years.

Progress Report ■ The first Fm Day, Sunday, April 3, in broadcasting history was split into two main segments —NAFMB's morning program (story page 66) and NAB's afternoon session.

Fm's quota of operating stations increased by 105 outlets in a year—591 to 696—NAB's radio vice president, John F. Meagher, told the afternoon meeting. Everett L. Dillard, WASH (FM) Washington, traced the fantastic growth of suburban areas and said frequencies are becoming scarce, particularly in major markets.

Frank Stisser, president of C.E. Hooper Inc., cited an increase in set ownership and the number of fm stations. He said fm programming is increasing; pointed to a need for more quantitative fm research; chided fm stations for a poor job of station identification on the air and inferior production of commercials, and suggested they do a better job with news.

Laurence Roslow of The Pulse said advertisers need more research on fm's coverage and circulation and declared rapid population growth offers a good chance for expansion of the fm medium.

Technical Advances ■ The program became meaty as spokesmen for three major set manufacturers indicated that industry is taking increased interest in the fm medium. Ted Leitzel, Zenith Radio Corp., reminded that Zenith has made three-fourths of all fm sets for many years. He unveiled a new Zenith am-fm portable receiver that will retail for $189.

C.J. Gentry, Motorola Inc., came through with an announcement that fm delegates believe is historic in importance—development of a competitively priced fm auto receiver. (Fm broadcasters have been trying ever since World War II to get set makers interested in an auto model.) It will be marked at $125 and was described as having excellent performance characteristics. Am car radios range from $75 to $150. The set has a 6x9-inch speaker with 15 w output. "People want good sound," Mr. Gentry said.

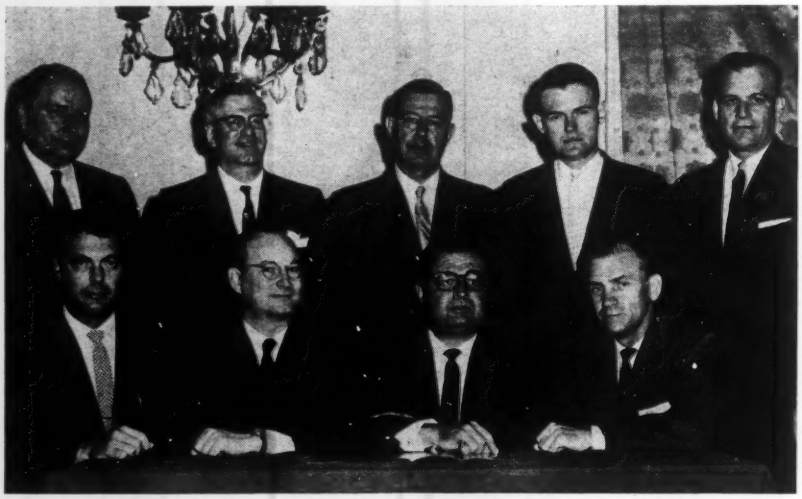
Henry Fogel, president of Granco Products, created a stir with his prediction that "fm may replace am within a decade." He sees a billion-dollar annual sales potential in the receiver market.

"Annual sales of fm sets may reach 4 million units by 1963 compared to 1 million in 1959," he said. Granco for years has been a leading maker of low cost fm sets. Mr. Fogel said only fm can handle stereo, a development held up pending an FCC decision on standards. He predicted 2,000 fm stations will be operating by 1963 and predicted full stereo will be available by that time.

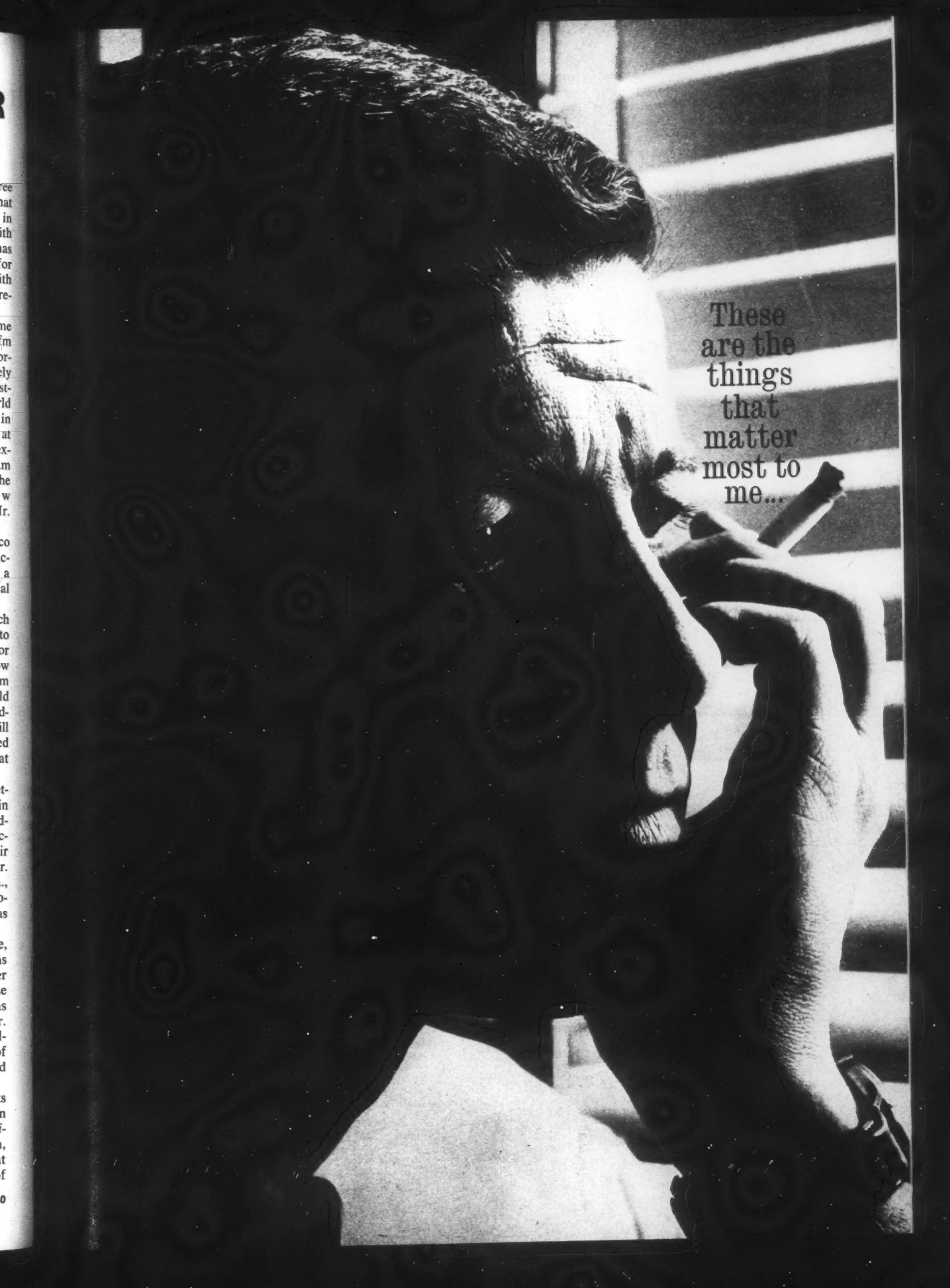
Embarrassing Question ■ The set-makers panel ran into a small riot in the question-answer session when broadcasters wanted to know why manufacturers did a heavy share of their advertising outside the fm medium. Mr. Leitzel was reminded that a Miami, Fla., distributor gave newspapers a 75-25 co-op advertising ratio whereas radio was on a 50-50 basis.

But Mr. Gentry had the worst time, again because of Miami distribution as well as failure to use radio in other cities. Asked why Motorola didn't use radio in Miami, Mr. Gentry said it was up to stations to sell the distributor. When he suggested Motorola liked billboards and print medium because of mass circulation, the audience voiced disapproval.

Two newspaper radio-tv columnists appeared on a panel, "If I owned an Fm Station." Edward L. Barry, *Chicago Tribune*, and Bernie Harrison, *Washington* (D. C.) *Star*, agreed that many fm stations do an inferior job of



Policy makers ■ Officers and directors of the National Assn. of Fm Broadcasters were elected at a meeting held during the NAB convention. Seated (l to r): Frank Knorr Jr., WPKM (FM) Tampa, Fla., secretary; T. Mitchell Hastings Jr., Concert Network, executive vice president; Fred Rabell, KITT (FM) San Diego, president, and Bill Tomberlin, KMLA (FM) Los Angeles, treasurer. Standing (l to r): William Drenthe, WCLM (FM) Chicago; Thomas Daugherty, WKJF (FM) Pittsburgh; Henry W. Slavick, WMCF (FM) Memphis, Tenn.; Lynn Christian, KHGM (FM) Houston, and Harold Tanner, WLDM (FM) Detroit. They were elected April 2.


These
are the
things
that
matter
most to
me...

supplying program information to newspapers. They lauded the fm medium for musical programming of high quality and twitted am radio for programming to a teenage minority audience.

Robert D. Linx, FCC western division field supervisor, said fm is essential in case of disaster, providing communications facilities that would be "one of the few reliable means of communications." He urged fm broadcasters to cooperate in disaster network development.

Ben Strause of WWDC-FM Washington presided at the NAB fm session.

Fm group plans sales race against am radio

A new fm sales project, National Assn. of Fm Broadcasters, has actively joined the race for aural radio business.

NAFMB flexed its muscles just prior to the opening of NAB's Chicago convention by, in effect, declaring war on Radio Advertising Bureau. It held its own meeting April 2 and joined NAB's Fm Day, April 3, with a half-day program (see page 64).

Miffed because RAB had decided it will not sell fm in competition against am radio, an NAFMB board resolution stated the association found RAB's policy "inconsistent both within itself inasmuch as fm is competitive with am, and with the stated purposes of the NAFMB." The board added that it "feels compelled to reject the current philosophies of RAB insofar as fm is concerned."

Fred Rabell, KITT (FM) San Diego, was re-elected NAFMB president. The association grew out of the 1959 NAB convention. Its paid membership was said to have reached the 100 mark during last week's convention. Dues range from $5 to $20 a month.

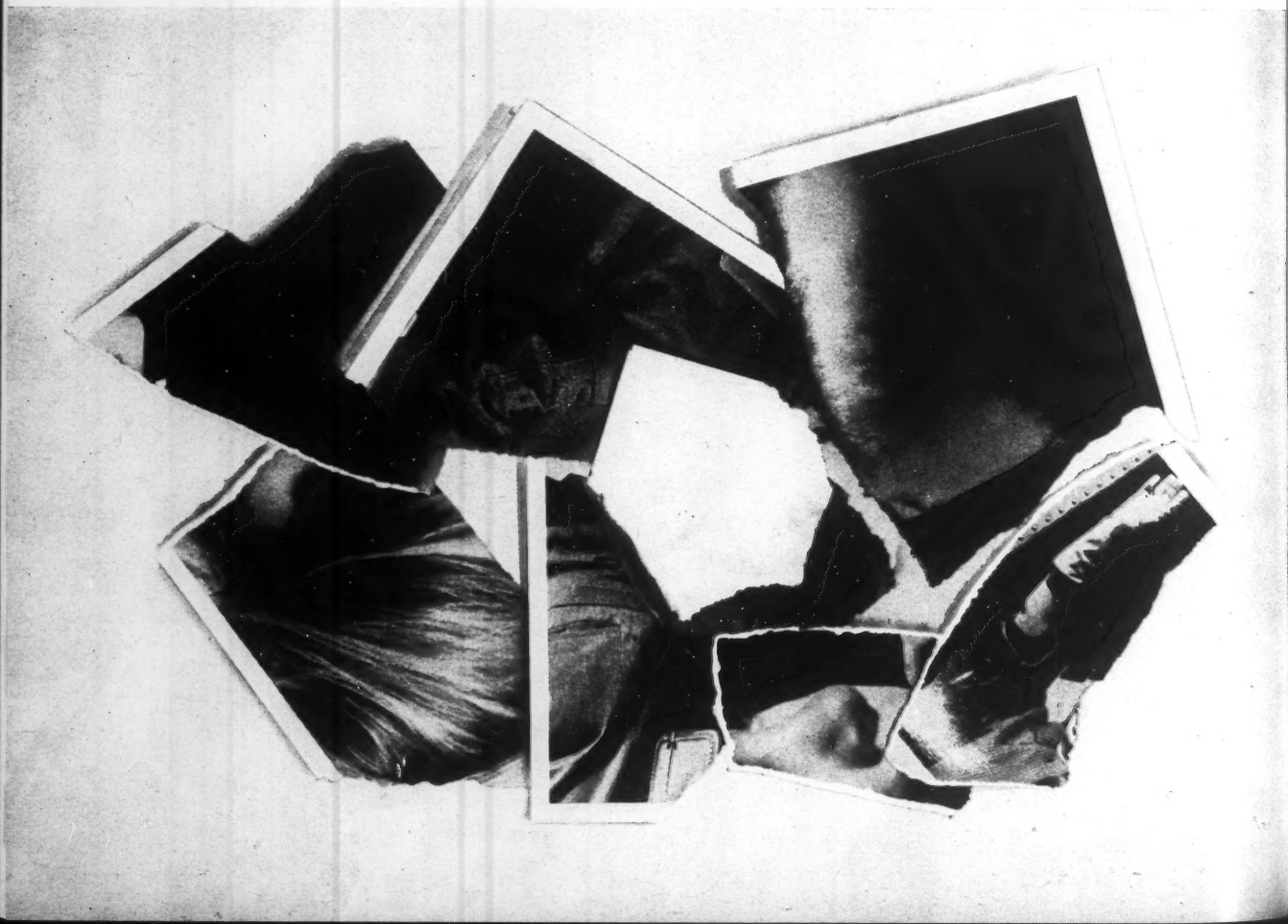
FCC Surprise ■ James E. Barr, assistant chief of the FCC Broadcast Bureau, threw a surprise into the April 3 session when he said the FCC's study of stereo broadcasting is giving serious consideration to commercial stereo as a subscriber service. Many NAFMB members, as well as non-members who were guests at the meeting, voiced surprise that official thought was being given to pay stereo as against broadcast stereo through multiplex fm transmission.

Mr. Barr reviewed the history of multiplexing and stereo. He said the fm stereo field has been narrowed down to four or five basic systems. He feels there will be rulemaking procedure after the commission acts on stereo standards.

The NAFMB meeting heard an fm testimonial from Bob White, sales manager of Nelson Chevrolet, Chicago, who said the firm sells three to five autos a week via WCLM (FM) there. "Fm will always be on our advertising budget," he said. "It's the best buck I spend on advertising."

Mr. Rabell cited nationwide Pulse data showing that over 10% of all retail establishments have fm sets. The figures show listening in fm homes reaching a peak of 45% between 6 and 9 p.m. Other findings: 51.3% of fm homes listen daily, 56.5% weekly; main reasons for listening—good music 49%, better sound 17.9%, lack of talk 14.8%, better programs 3.9%, relaxation 3.9% and news-weather 2.7%.

Officers elected besides Mr. Rabell were: T. Mitchell Hastings, Concert Network, executive vice president; Frank Knorr, WPKM (FM) Tampa, Fla., secretary, and Bill Tomberlin, KMLA (FM) Los Angeles, treasurer. Named directors were (including officers): Thomas J. Daugherty, WKJF (FM) Pittsburgh; Lynn Christian, KHGM (FM) Houston; William G. Drenthe, WCLM (FM) Chicago; Harold I. Tanner, WLDM (FM) Detroit; Gary Gielow, KPEN (FM) Atherton, Calif.; Bill Tomberlin, KMLA (FM) Los Angeles; William Harley, WHA-FM Madison, Wis. (educational); Henry Slavick, WMCF (FM) Memphis, and Jack Kiefer, KMCA (FM) Los Angeles.



FM NETWORK FORMS
West Coast plan includes rep firm

A multi-faceted fm business was announced last week by International Good Music Inc., a new subsidiary of KVOS Inc., Bellingham, Wash. It will encompass a network of automated fm stations on the West Coast, a joint programming-representation plan for the top 25 fm markets, and an fm program service for general sale.

Basic operation of International Good Music will be a West Coast station group to be called the "Heritage Stations." As outlined by Rogan Jones, president of IGM, the group will include KGMI (FM) Bellingham; KGMG (FM) Portland, Ore.; KGMJ (FM) Seattle, Wash.; KFMU (FM) Los Angeles; KFMW (FM) San Bernardino, Calif., and stations in San Diego and San Francisco. The Jones group has an application pending for purchase of KFMU and KFMW, is applying for a new facility in San Diego and is negotiating to buy an existing fm in San Francisco.

All these "Heritage" stations will program the same 18-hour schedule of programming and commercials, operating under an automation technique developed by the group. The programs themselves will be constructed under direction of Alfred Wallenstein, noted conductor and one-time director of the Wallenstein Sinfonietta on the Mutual network. All recordings will be transferred to tape in Bellingham and bicycled to the six other stations.

Emphasis on Economy ■ The IGM plan envisions operating with minimum personnel and overhead requirements. This translates to one full-time employe in each market (a combination news-public relations man) and a part-time engineer to change tapes. There need be no studio facilities in the usual sense; each station can "piggyback" in the studios of an existing station in the market. The only studio equipment will be a $7,200 automated tape playback unit.

The programming itself will include classical, light classical, show tunes and other "good music" types. Commercials will be limited to a maximum of six minutes per hour, with no jingles or "hard sell." Because all seven Heritage stations would use the same commercials, sales will be restricted to national or regional accounts.

Mr. Jones is backing his initial promotion with a new Politz study of the West Coast in fm market. He believes the stations will be able to offer a 35 cent cost-per-thousand.

Handle with care ■ William Taylor, operations manager for the International Good Music group, transfers recordings to tape at Bellingham headquarters. He wears gloves to avoid damaging the records.

Other Plans ■ The same programming, minus commercials, that goes on the Heritage stations will be offered

These are the things that matter most to me . . .

"My children..."

PORNOGRAPHY: THE BUSINESS OF EVIL

"I think he got his ideas from that book that night."

"The books you can get five for a dollar . . . you can always buy the pictures easy."

"...involves chainings, beatings...masochistic practices you would find in a glossary of abnormal psychology."

"The national syndicated smut racket grosses approximately half a million dollars a year."

Obscene books, literature and motion pictures have been flooding the nation since the end of the war. To find out just how far this racket ate into the life of Boston, "capital of U.S. morality", WBZ News Director Jerry Landay and his staff spent months researching pornography in Boston. They taped interviews with members of Boston's Vice Squad, the D.A.'s office, parole boards of detention centers . . . with men, women and children personally involved . . . and edited the tapes into "Pornography: The Business of Evil", an hour-long program shocking in its revelations of degeneracy.

The smut racket knows no barriers. Wealthy homes and work-a-day homes . . . highly educated and illiterate people have all dipped into this morass of filth. Most disconcerting, however, were the pitiful experiences of five and six-year-olds exposed to decadent photographs and forced into awkward situations and moral degradation.

After hearing the program, Massachusetts Governor Foster Furcolo declared an emergency to put into effect immediately a new law establishing heavier penalties for violation of the state's obscene literature curbs.

The Boston Federation of Organizations, representing 140,000 members of 52 women's clubs, organized an all-community roundup against pornography which is still in progress.

WBZ +WBZA BOSTON

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

to other fm stations in non-competing markets. In the top 25 markets the company will offer a representation service, too. This will be headed by Fred Bernstein with offices at 28 W. 44th St., New York.

Mr. Jones said that any stations buying the programming would be able to operate under the same automated system. Each would have to purchase the $7,200 automation unit (basic Ampex design with a switching arrangement engineered by the Jones group). He theorized that a prospective fm broadcaster might be able to go on the air using the IGM programming set-up for a maximum investment of $20,000.

Fm Unlimited expands

Fm Unlimited, Chicago-based representative and sales promotion firm, announced expansion last week into management and/or engineering consulting services for broadcasters, station representatives, agencies and clients.

The organization will help prepare applications for new stations and counsel station management in engineering, sales, programming and promotion. It also will supply information to representatives who contemplate going into fm representation, according to Charles W. Kline, president of Fm Unlimited. Agencies also can avail themselves of counseling designed to make fm advertising more effective. The company announced previously that it had entered the fm program syndication field.

TIO project review shows diversification

One year after its conception, Television Information Office is operating a diversified series of image-building projects designed to meet the widespread attacks against the medium. TIO's program was reviewed April 4 during the NAB Chicago convention by Clair R. McCollough, Steinman Stations, chairman of the policy-making Television Information Committee, and by Louis Hausman, operating head of TIO.

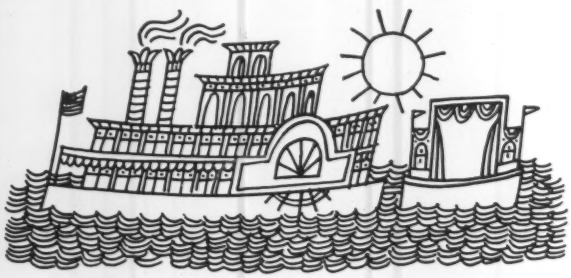
Newest of the TIO projects is a two-city cooperative move in which Los Angeles and Chicago stations publish monthly information bulletins pointing out tv's contributions in information, education and the arts (BROADCASTING, April 4). Each city is circulating 10,000 copies of bulletins covering programming in its area.

Mr. Hausman said the Los Angeles and Chicago cooperative bulletins show how broadcasters can work effectively at the local level in contacting thought leaders in the community. TIO projects include a planned film about the tv industry. Mr. McCollough said TIO has 150 paying member stations, plus networks, with dues running around $500,000. "We need another 150 stations," he said. C. Wrede Petersmeyer, Corinthian Stations, called on individual stations to initiate their own image-building campaigns. He said station personnel should speak at local meetings and suggested use of tv's own facilities to answer attacks on the medium.

David Brinkley, NBC commentator, and Vincent T. Wasilewski, NAB government relations manager, participated in a panel discussion on political and legislative problems. Mr. Brinkley said it won't make a great deal of difference who wins the Presidential election this year "since the nation is committed to a middle-of-the-road policy and the President can't change this basic political philosophy."

Mr. Wasilewski said the communications committees of Congress aren't likely to change much at the next session of Congress. Older party leaders will remain in control, he added, and he doubted if any drastic broadcast legislation will be enacted. He urged every station to oppose legislation designed to require stations to donate one hour of prime time a week to campaign speeches.

These are the things that matter most to me . . .



"Our culture..."

MUSIC MAN ON THE MUDDY OLD RIVER

Most people living along the Ohio used to think of it as a muddy old river—if they thought of it at all. But KDKA had a different notion about it. So—last summer, Robert Austin Boudreau and his American Wind Symphony, co-sponsored by KDKA, were sent on a mission: to rhapsodize from a river barge to twelve cities along the river.

The result of this voyage is best told by a townsman* of one of those cities:

"It was a typical hot July night last Wednesday when Huntington (W. Va.) tucked an old blanket under arm, took cushion in hand and headed down the bank toward the Ohio River. An orchestra was scheduled to play on a barge moored close to the bank and it seemed as good a way as any to relax and get cool – to sprawl on the riverbank and listen to music.

"It would be a light program . . . for relaxation.

"No one expected to come away 'thinking.' No one expected to get bawled out, not even by a Boston professor conducting a Pittsburgh orchestra. But that's what happened.

"Robert Boudreau conducting the American Wind Symphony paused between numbers to give what presumed to be an informal chat. He told his listeners he'd been warned not to come to Huntington because the city was notorious for staying home even before the distracting days of television. He expressed his gratification for the large audience attending.

"He spoke of the beautiful river that had been given us and the dirty river we had made of it. He

AMST DENOUNCES V DROP-INS

Chaos seen if case-by-case action taken

The Assn. of Maximum Service Telecasters re-affirmed its stand against any FCC-authorized breakdown in minimum mileage separations for co-channel and adjacent-channel tv assignments at a general membership meeting April 3 in Chicago.

A record 186 station executives from AMST member stations attended the meeting and re-elected Jack Harris, KPRC-TV Houston, president. Mr. Harris announced that the association's membership is now at an all-time high, with 141 member stations.

Ernest W. Jennes, legal counsel, outlined AMST's continued fight against reduced mileage separations and questioned whether tv really has an allocations problem. He stated that 99% of the American public can receive at least one tv signal; 94% three or more, and 80% four or more. "Do facts such as these warrant a breakdown of the present system of television?" he asked.

"Any program involving any deviation from mileage separations, no matter how carefully designed or planned, opens the door to service deterioration," Mr. Jennes stressed. "This door should remain closed." He said that separations have worked to prevent progressive erosion of tv service and compared tv with the history of am which "has been one of steady and progressive chipping away at existing service."

Potential Chaos ■ Referring to current FCC rulemaking, the attorney said that if the commission does make drop-ins, it should consider all such proposals in one proceeding and keep such drop-ins to an absolute minimum. "If the commission starts dropping in stations case by case at short mileage separations, a general breakdown of separations and chaotic interference are just a matter of time," Mr. Jennes stated.

"For four long years we have opposed many efforts to set up a jerry-built system of vhf allocations, with low-powered stations operating very close to each other and providing many small islands of service in the midst of vast areas of interference." He said the commission could justifably do nothing about allocations but this is very unlikely. "A number of pressures have built up which make non-action very difficult even though it could well be a sensible course of action," Mr. Jennes told the AMST members. He continued:

"There are those who say that a scarcity of tv facilities is at the root of all of tv problems, including the charges that tv stations are not programming in the public interest. . . . It is difficult to be patient with this kind of talk. . . . Has the tremendous amount of competition in am radio resulted in better programming in the public interest? I defy anybody to look at radio today and say with a straight face that radio programming is generally better today than 20 years ago."

Lester W. Lindow, AMST executive director, reviewed the many activities of the association during the past two years. He pointed out that in the past year, more than one out of every 10 tv stations have been threatened with increased interference and deteriorated coverage as a result of "drop-in" proposals before the FCC. AMST has opposed all of these, which would have affected 44 different American tv stations. Efforts to break down mileage separations "are stronger than ever and we are facing our most serious battle," Mr. Lindow stressed.

Last Year ■ He listed as the two principal AMST activities during the past year participation in the commission's 25-890 mc proceedings and appearances on the spectrum panel formed by the House Communications Subcom-

was, of course, referring to the sanitary disposal of waste. He touched on the value of the river recreation-wise. In addition to putting on a good show complete with fireworks he sent most of his audience away thinking.

"If a concert could be presented successfully why not other means of entertainment, including stage plays and even the revival of the minstrel-type of entertainment which had its start on the river showboats of old?

"The city is well aware of its advantages industry-wise . . . and what of its advantages tourist-wise? Such a recreation project would be of benefit not only to the area but would bring tourists into the city as well . . .

"Listening to the music against the backdrop of height and the sheen of water, with the lights of small boats gliding by in the darkness, brought home to many the thought that the dirty old Ohio River has its artistic possibilities.

"Why not a cultural project from what has hitherto been only commercial? Why not Ohio River Festival?

"Impossible? Think about it."

The orchestra played to crowds of 50,000. And everywhere people are asking the same questions, and others – about boating, water sports, river jazz, show boats and lots more.

Next year, the KDKA Concert Barge will revisit all twelve cities by request, and make eight new stops. How much more will the trip accomplish than bringing live concert music within earshot of industrial towns teeming with people? Will this discovery of the Ohio's value as a cultural center take hold?

It's too early to tell. But one thing KDKA knows for sure: people *are* thinking. In fact, not since a steamship first navigated up that muddy old river and opened the doors to the West has there been such excitement about it. And everyone knows what *that* led to.

*Bill Belanger in the *Herald-Advertiser*, Huntington, W. Va.

KDKA PITTSBURGH

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

mittee. The association opposed a House bill establishing a three-man frequency allocations board, which was introduced by Rep. Oren Harris (D-Ark.) following the panel meetings.

Mr. Lindow said AMST would support the proposed FCC study of uhf's ability to service a metropolitan area such as New York City, provided the industry is permitted to participate in the experiment. The commission now is seeking $2.5 million from Congress to conduct the study without industry participation.

Howard Head, AMST engineering counsel, outlined the association's work in that area. He said AMST studies are essential because no other organization has an active program for collecting engineering data on a methodical, objective basis. The purpose of these studies, he said, is to make the most accurate, possible prediction of the consequences of allocation changes related to both uhf and vhf.

He cited a recently-completed study in conjunction with Iowa State, on adjacent-channel mileage separations. While results have not been analyzed, they indicate that reducing the mileage separations from 60 to 40 miles "would cause more interference to existing service than the commission intends," Mr. Head said. He said AMST has recently undertaken a study in Philadelphia and Baltimore to determine the behavior patterns of vhf signals. Results then will be compared with similar uhf studies.

Ruination ■ In a pamphlet given to member stations, AMST said that the commission's proposal to reduce mileage separations to provide a third vhf service in principal markets "could ruin much television service especially in rural and small town America." AMST maintained it would weaken efforts to obtain more space in the vhf band from the government and that standards for dropping-in v's are "vague and imprecise."

A membership resolution endorsed the position the association has taken on all problems during the past year and approved plans for activities during 1960. In addition to Mr. Harris, the following officers were elected: Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Donald D. Davis, KMBC-TV Kansas City, second vice president; Harold Essex, WSJS-TV Winston-Salem, N.C., secretary-treasurer, and Mr. Lindow, assistant secretary-treasurer.

Elected to the board of directors for one-year terms: Roger W. Clipp, WFIL-TV Philadelphia; John H. DeWitt, WSM-TV Nashville; Joseph B. Epperson, WEWS (TV) Cleveland; John S. Hayes, WTOP-TV Washington; Harold Hough, WBAP-TV Ft. Worth; Alex Keese, WFAA-TV Dallas; C. Howard Lane, KOIN-TV Portland, Ore.; David C. Moore, WGR-TV Buffalo, N. Y.; Carter W. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, WISH-TV Indianapolis; Lawrence H. Rogers II, WKRC-TV Cincinnati; Harold C. Stuart, KVOO-TV Tulsa; Harold Grams, KSD-TV St. Louis; Edwin Wheeler, WWJ-TV Detroit, and Messrs. Crutchfield, Davis, Essex, Harris and Lindow.

Named to the executive committee were Messrs. Harris, Crutchfield, Davis, DeWitt, Essex, Hayes and Petersmeyer.

Payola rare says PAB

Cases of payola in the broadcasting industry have been rare, the Pennsylvania Congressional delegation was told March 29 at a Washington luncheon hosted by Pennsylvania Assn. of Broadcasters. Cecil Woodland, WEJL Scranton, Pa., PAB president, told the legislators it is unfortunate for the public service activities of broadcasters "are not as well publicized as payola, rigged programs and other bad examples."

Mr. Woodland told the legislators PAB has drawn up a voluntary code of ethics, soon to be distributed.

KNOW YOUR ENEMY, RAB ADVISES

Means to improve radio billing, service, image spelled out

Five ways to improve radio's billings, its service and its image were spelled out by Radio Advertising Bureau in a 90-minute presentation to a crowded radio assembly at the NAB convention Tuesday morning.

Radio station operators were told they should:

■ Quit attacking one another and concentrate their fire on competitive media.

■ Use their own station facilities to improve the medium's image and acceptance. They should do this, RAB said, "at least 20 times a day for the next three months," beginning immediately.

■ Develop the best possible radio-vs.-newspapers and radio-vs.-television sales stories and insist that their salesmen use them "at least once a day for the next year."

■ Try every week to enlarge their audiences "by better programming, by dramatic promotion, or by both."

■ Rediscover and use "the most important single piece of equipment at any station—your backbone."

The broadcaster's backbone, RAB President Kevin Sweeney reiterated, is what makes his station strong: For example, he said, "when you have a problem persuading an agency to listen to radio's story, if you have a backbone you go to the advertiser." Or "when there's a civic problem that needs action in your community, if you have a backbone you editorialize."

Enemies Evaluated ■ President Sweeney, Vice President and Promotion Director Miles David, Vice President and Member Service Director Warren Boorom, and Sales Administration Manager Robert H. Alter combined forces to sketch the strengths and weaknesses of radio's major competitors in a presentation called "The Nature of the Enemy." Radio's own strengths in competition with these media were emphasized.

Radio's "enemies," RAB said, include not only newspapers, television, magazines, outdoor direct mail, trading stamps and car cards, but also "some of the largest advertising agencies in the country." Four of the top 25 agencies were said to invest less than 3% of their budgets in radio. The agencies were not named, but at one point an RAB aide began distributing apples —a sort of trademark of Leo Burnett Co., Chicago. Among radio's agency friends—those putting the largest percentage of their billings into the medium—were listed Cunningham & Walsh; Grey; Ayer; Sullivan, Stauffer, Colwell & Bayles; Esty, and Erwin Wasey, Ruthrauff & Ryan.

Among the weaknesses attributed to principal competitors of radio were these:

■ Television: Average evening ratings have dropped and probably will continue to do so as a third competitive network grows stronger; a disproportionately large amount of viewing is done by 40% of U.S. families, with the result that another 40%—where radio listening is stronger—does only 18% of total viewing and thus is only lightly reached by tv; audiences get smaller in summer; daytime television does not deliver a mass audience; tv has many "sales failures," as opposed to sales successes.

■ Newspaper weaknesses: Failure of circulation to keep pace with market growth (in Dallas, it was noted, for

These are the things that matter most to me . . .

"Our helpless and handicapped..."

. . . last in line, as usual. Had to work late at the office again. Then a quick snack and a mad dash to KYW. Hope I'm in good voice tonight.

Last night we went to an orphanage. Tonight, a hospital. Never thought one night stands would mean so much to me. I joined the road show for the experience, and thought it might help me break into radio.

But some of these people I work with do it just to help raise money for charity.

Couldn't understand that at all, at first. But when I go into my act and see those faces light up – little boys, veterans in wheel chairs, old people who can hardly see. Well, if you were Ethel Merman on Broadway, you couldn't get more of a response.

There are 128 other people in the KYW Road Show – singers, dancers, mimes, jugglers – aged 7 to 55 – and each must feel somewhat like this. They put on their act twice a week, sometimes four nights a week... travel up to 50 miles outside Cleveland city limits . . . to help raise money for charitable and welfare groups.

Last year the KYW Road Show received the American Legion Citation of Merit, a prize rarely awarded to non-Legionnaires, for its contribution to the civic and community life of Northern Ohio.

KYW CLEVELAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

No slipped discs here ■ RAB President Kevin Sweeney uses a model in a skeleton suit to make his point about the importance of the broadcaster's backbone in radio station operation, during RAB's presentation.

example, that newspaper circulation grew 1% while number of households increased 50%); rate increases are outdistancing circulation gains; coverage is poor in suburbs; readers spend relatively little time with newspapers (39 minutes a day as compared to 1 hour 54 minutes listening to radio).

■ Magazine weaknesses: They're having trouble selling subscriptions without cutting prices (more than 60% of subscriptions sold by eight leading magazines in a recent six-month period were at cut prices); they don't attract truly national audiences (seven of the largest fail to reach 44% of all people over 10 years of age); they account for only 6% of time spent with major media, as compared to 32% for radio.

Enemy Strengths ■ Among the strengths of radio's competitors which RAB officials cited were newspapers' use of color (985 of 1,700 newspapers have it, and 68% of color revenues are local), their tradition of retailer acceptance, their ability to give news in detail and their exclusive columns and other features; magazines' growing use of regional editions, their "editorial vitality" ("they know that most people do their thinking below the waist"), their use of gatefold ads and no-premium bleeds, their aggressive sales promotion and the fact that their salesmen far outnumber radio's; television's glamor, its sales promotion and the amount of time spent watching it.

RAB officials predicted that 40 to 50 daily newspapers would "die" in the next few years from low profits and high costs.

They also said that monitoring of radio stations' own advertising showed that 91% is directed against other radio stations, and that a canvass of agencies indicated that eight out of ten radio-station presentations were similarly aimed at other stations. This prac-

tice, the stations were told, "is like putting a pistol to your own head and pulling the trigger."

Reporting on its own sales activities, RAB cited these examples; $450,000 worth of radio sold to a regional coffee advertiser for which RAB did basic marketing research linked with radio; a radio test campaign currently being conducted by an advertiser using saturation plans worked out by the bureau; a $100,000-plus schedule just sold to a store chain after an analysis of the company's specific problems.

THE FIGHT FOR FREEDOM

Must oppose restrictions, Seymour says

The president-elect of the American Bar Assn. last week likened broadcasting to the law as professions equally concerned with freedom, equally carrying "a harness of obligation" and equally in need of better public understanding.

Whitney North Seymour made his first appearance on behalf of the NAB as the association's special counsel in the FCC's program hearings last Jan. 26 (BROADCASTING, Feb. 1, 1960). He made his second last Wednesday as the luncheon speaker at the NAB's annual convention in Chicago.

Both broadcasters and lawyers, he said last week, must vigorously oppose restrictions on the "practice of our callings."

"But with the right to practice freely," he said, "goes the public obligation to do it as responsibly as possible . . . Freedom is not just the privilege of doing what we please."

Test of service ■ How should broadcasters themselves test whether they are practicing responsibility as well as privilege? There is no set of rules by which that question can be answered, Mr. Seymour said, but he suggested the best measurement he knew was described by the famed poet, Robert Frost. Men can tell if they deserve the liberty they have if they have an easy feeling in their hearts.

"If you feel easy in your hearts," Mr. Seymour told the broadcasters, "you will know you are meeting the test."

There is much misunderstanding among the public about both broadcasting and the law, Mr. Seymour said.

The law has problems explaining to people why, for example, it is essential to our democratic life that good lawyers should defend vicious criminals.

Broadcasting has problems explaining to some people why it is necessary to carry popular programs instead of an exclusive repertory of Shakespeare, science lectures and serious discussions.

Some parents, said Mr. Seymour, are "much too inclined to expect other people to do the job the parents ought to be doing."

Taste must be learned in the home, he said. "Parents who look to television or the schools to teach manners and morals are shifting their own responsibilities."

Mental exercise ■ Yet broadcasting could do more than has been done to make full use of its technological advantages, he said. There is a need for "more good-natured argument about everything in this country," Mr. Seymour said. "We should get everybody arguing more and more on television, in the home, everywhere."

It is through intelligent argument, he said, that minds are sharpened and vistas widened. The type of argument he was arguing for, he said, was "argument based on mutual respect."

Broadcasting should also do more to stimulate the "ardor of our young peo-

These are the things that matter most to me . . .

"The emergencies..."

WHAT'S A PENNY PITCH?

To most people it's a line you pitch to. Closest penny's the winner and takes all.

To WOWO listeners it's different. They pitch pennies by the thousands to a kitty at WOWO . . . to help losers in the game of life. It started in '54, and has been going on ever since.

That first year they pitched pennies for a new typewriter to help a crippled lad to continue putting out a local newspaper – his sole means of support.

In '55 pennies were pitched toward power tools for a disabled veteran. As a result he was able to start his own woodworking business.

In '56 WOWO pennies rebuilt a home for an elderly couple, unable to modernize on their own.

The next year WOWO broadcast the story of a blind woman and her four children, about to be evicted from their small apartment. 15,654 listeners played . . . and purchased a home for this family.

In '58 WOWO coins jingled their way up to rebuilding a home and playground facilities for a couple that sheltered orphans.

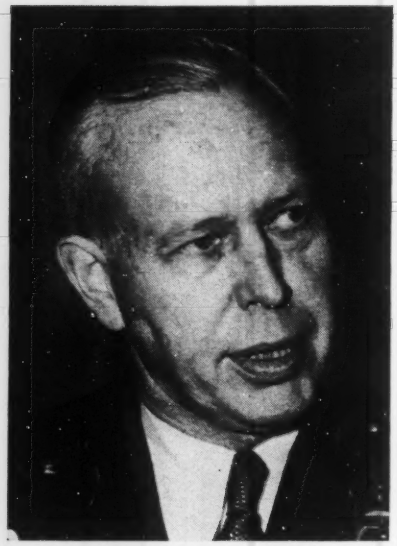
Last year WOWO listeners burned a mortgage for a widow and six children. 19,232 people played that game. The kitty: $11,230 – enough to pay the mortgage and provide for a much needed operation for one of the children.

The game that started with a typewriter for a small boy has furnished homes for needy families.

What will the stakes be next year? No one can say for sure. One thing is certain. No station in the Tri-State area is more eager to help its community . . . no station better known for the help already given.

WOWO FORT WAYNE

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.



BARRISTER SEYMOUR
Oppose restrictions

ple" who are eager for new experiences and new knowledge, Mr. Seymour said.

The Constitution ■ Mr. Seymour summarized for the NAB delegates the testimony he gave the FCC last January.

"First," he said, "there is no doubt that the First Amendment protects broadcasting just as it protects other forms of communications." The FCC is prohibited from exercising any measure of program control.

In carrying out the mandates of the Communications Act, the FCC may consider questions of character; it may consider the question whether an applicant is seeking a facility for purely personal gain; it may hold people to their promises; and it may ask applicants to indicate how they are seeking to find out and to meet the needs of responsible elements in their community. But beyond that the commission cannot go.

Petry study points up public service time

Broadcasters' day-in, day-out contributions to public service causes were pointed up last week in a study showing that the stations represented by Edward Petry & Co. donated more than $22.6 million to such projects in 1959 (CLOSED CIRCUIT, April 4).

The 30 Petry-represented television stations contributed $17,081,925 in time and talent to public service ventures, according to the report. The figure for the 25 Petry radio stations was placed at $5,531,580. These totals encompass 144,001 television and 245,705 radio announcements and 29,218 television and 16,776 radio programs —more than 1,000 announcements a day and almost 900 programs a week on the Petry stations alone. The difference in dollar totals for radio and television was attributed primarily to differences in radio and tv rate structures.

Edward E. Voynow, Petry president, said the survey was undertaken by the Petry company and its client stations to "help put the contributions of American broadcasting into clearer perspective." He said the findings "dramatize the dimensions of giving to worthy causes by a top cross-section of our industry. . . .

"No other force in the communications field can begin to approach the size, scope and effectiveness of the broadcasting industry's effort in the public service."

The range of community interests supported by the Petry stations was indicated in this tabulation of principal beneficiaries by category: $2,936,012 to civic groups; $2,712,718 to religious projects and organizations; $2,533,806 to Ad Council projects; $2,029,920 to education; $1,997,820 to health and medicine, and $1,004,032 to the community fund.

TV AGENDA: VTR, AUTOMATION

Panel discussion stresses money savings

The economies, revenues and cost of video tape operations and a look at automation in both the production and clerical phases of tv broadcasting drew the attention of station operators at the closing television assembly of the NAB convention Wednesday (April 6).

Video tape and automation shared the agenda with TvB's "Exponential" presentation, a study of the need for increased advertising to step up consumption—and of television's unique abilities in that goods-moving role. The presentation, shown earlier in Chicago, New York and Washington and slated to become available to TvB members shortly for local and regional use, was coupled with a warning by TvB President Norman E. Cash that television, which billed $1.5 billion in 1959, will have to add another $1.3 billion by 1970 merely to maintain its current share (13.8%) of the total advertising dollar.

Actually, Mr. Cash said, television should aim for at least a 24% share by 1970—a total of more than $5 billion. By that time, he said, some 52 million homes will be tv-equipped, perhaps 150 additional stations will be in operation and at least half of all network programming should be in color.

The TvB head reiterated his claim that television is "very much underpriced." Instead of being priced at minimum rates, as now, television should be "the most expensive of all advertising media" if effectiveness were the determining factor, he said.

Tape Talk ■ In a panel study of "The Economics of Video Tape," Lawrence Carino of WWL-TV New Orleans and George Stevens of KOTV (TV) Tulsa reported on their experiences with tape, Russ Baker of Ampex and E.C. Tracy of RCA approached the subject from the manufacturer's standpoint and Frederick Houwink of WMAL-TV Washington appeared as representative of a station which thus far has not elected to put in tape equipment.

Mr. Carino said WWL-TV, whose weekend programming is handled by tape, is saving $30,000 a year on engineering overtime alone, but noted that this figure might be above average because of a unique labor situation at his station.

Mr. Stevens cited the ease of making "speculative commercials" via tape and said several new advertisers had been developed in this way by KOTV. But, he said, a bigger advantage of tape was in the greater flexibility it gave to programming. Similarly, Mr. Carino said WWL-TV uses it extensively for program specials—one of which involves 192 splices and would be impossible to do live (no trouble has been encountered in splicing, he said, though at least one station operator in the audience indicated he had had no such easy experience).

Fees charged for the use of station VTR equipment for both commercials and programs were cited as another important source of income. These charges, Mr. Carino said, have added to WWL-TV's income by amounts running into five figures per month.

Mr. Stevens reported a 14% increase in local sales at KOTV since vtr equipment was put into use two years ago.

The trend in vtr prices was described by the manufacturers' representatives as being reasonably stable. Cost of the basic VTR black-and-white unit is about $50,000, to which supplementary equipment may add from $3,000 to $10,000.

In a look at maintenance costs, Mr.

These are the things that matter most to me . . .

"Our schools..."

$250 TO GO BACK!

No more pencils
No more books
No more teacher's dirty looks!

It used to be you'd hear this in June, when school ended. But in Chicago the happy chant had mournful overtones to adults hearing it in September. The nation's second largest city looked upon its school drop-outs and late enrollments as a grave social hazard. "What would they do *instead* this year? In ten years, what *then*"?

To help reverse this trend, WIND launched a "Start School When School Starts" campaign. Forty to fifty spots ran each day.

But WIND didn't stop with spots.

The station sponsored a "Start School Contest" with a $25 daily award and $250 grand prize. Teenagers entered by completing this sentence: "I am going back to school when school starts because . . ."

"We ran this campaign to sell the value of a high school education, just as we sell the value of cigarettes, cars, beer or coffee," says WIND's Dom Quinn.

Result was that WIND had 3,500 entries. *Chicago schools had new highs in enrollments.*

WIND CHICAGO

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Carino estimated that repairs and upkeep had come to about $1,000 in 10 months at WWL-TV.

Mr. Houwink, the panel's hold-out against vtr, said he was "all for it" but that its importance must be evaluated in relation to "other uses for our money," such as station expansion, heavy outlays for programming, promotion and the like. Thus far, he said, WMAL-TV has felt that other investments were more important.

Tv By Automation ■ Charles H. Tower, manager of NAB's department of broadcast personnel and economics, presided over the session and also introduced Roger Read of Taft Broadcasting for a report on WKRC-TV Cincinnati, "the automated station," and Edwin Hush of Business Research Corp., Chicago, who reported on automation in office procedures.

Mr. Read, administrative vice president in charge of planning for Taft Broadcasting, said automation equipment cost WKRC-TV about $145,000 but had accomplished the station's objectives—at least well enough to convince management that the investment was "not in vain." He reviewed some of the advantages but pointed out that there were some limitations, too: For instance, he said, automation eliminated the need for about eight engineers, saving $67,100 in operating expenses for one year, but at the same time had the practical effect of making remote telecasts impossible.

Mr. Hush said technicians had not yet reached but were rapidly approaching the ability to achieve automation of the office on a par with automation already achieved in television production. But, he said, "getting it started is up to management."

Several resolutions passed in Chicago

Broadcasters formally voiced their confusion over the FCC's policy statement on Sec. 317 (sponsor identification) at the NAB convention in a resolution adopted at the formal business session.

A series of resolutions covering routine convention matters included one dealing with Sec. 317. NAB reminded that its Policy Committee, had protested the FCC's statement on Sec. 317 along with other petitioners, leading to a Commission invitation for comments.

"A literal observance would seem to impel impractical broadcasting procedures in all areas of programming, including, but not limited to, news, music, religion, education and public service, and thus seriously jeopardize the quality of service to the public," the resolution noted.

The membership endorsed the policy statement of its own committee and resolved that individual broadcasters be urged to file comments explaining their views on the Sec. 317 notice.

Other resolutions endorsed a tribute of praise to the late President Harold E. Fellows and thanked FCC members and other speakers for their part in the convention program. A resolution lauding Inter-American Assn. of Broadcasters for its fight on behalf of free speech in the Americas was adopted at the suggestion of Herbert E. Evans, Peoples Broadcasting Co.

Another resolution expressed the NAB's appreciation to Frank Stanton, CBS president, for a "significant and lasting service in leading the successful campaign to free broadcast journalism from restrictive provisions of Sec. 315 of the Communications Act." The political broadcasting law was amended last year to exempt newscasts, news interviews and news documentaries from equal time requirements when political candidates appear.

Quality Radio Group plans reactivation

A programming-promotion-public relations clinic next June will serve as a springboard for the "reactivation" of Quality Radio Group as a recognizable industry entity.

That was the general reaction of QRG members following a Chicago meeting conducted last week by Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago and president of the group.

The two-day clinic, designed to embrace all facets of station operation, is expected to give the relatively dormant organization of 19 major, high power stations a shot in the arm. Details on time and location of the clinic will be announced soon, Mr. Quaal reported.

Gustav Brandborg, general manager of KVOO Tulsa, Okla., will serve as chairman of the planning committee, which also includes Frank Gaither, general manager of WSB Atlanta and vice president of Quality; Stanton P. Kettler, executive vice president in charge of operations, Storer Broadcasting Co., and Charles A. Wilson, advertising and sales promotion manager of WGN-AM-TV. Chicago.

Victors ■ Don Lindsey (l), regional sales manager of WTVP (TV) Decatur, Ill., and Gene Bell (r), local sales manager of WTVP, made a one-station sweep of the two main events of BROADCASTING's annual golf tournament at the NAB convention. Their awards were presented by Sol Taishoff, editor-publisher. Mr. Lindsey won low gross with a 41, Mr. Bell the blind bogey low net with 23. Marshall Pengra (not pictured), general manager of KLTV (TV) Tyler, Tex., won the "F-Emmy" trophy presented by KMLA (FM) Los Angeles with a low gross of 41. The tournament was postponed from Sunday until Wednesday, and reduced from 18 to 9 holes, because of local floods.

These are the things that matter most to me . . .

"Our town..."

PORTLAND'S CURIOUS COLLECTION

Portland, Oregon has one of the nation's newest and finest zoos. Soon it will be the only zoo in the world to feature in its collection an authentic *deejay* – a KEX disk jockey.

What's more, the KEX man is committed to do a broadcast from inside the cage, while his colleagues hurl peanuts at him.

What inspired this monkey business? Portlanders had spent two years and half a million dollars in labor and materials building the world's largest, most spectacular recreation railway for their zoo. But last November, just $10,000 away from completion, funds ran out and all work stopped.

KEX stepped in.

The deejays organized a gigantic community dance . . . and came up with a zany but immensely successful contest among themselves. Object: to see who could get the largest number of listeners to contribute. Booby prize: the monkey's cage and a shower of peanuts.

Well over half the $10,000 needed to complete the Zoo Railway has already been raised. As the contest draws to a close (KEX promised delivery of the full amount this spring), townspeople are feeding the kitty with unabated zeal.

What a curious, wonderful way to build a recreational railway!

KEX PORTLAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Build local image, radio members told

A strong image of broadcast stations and the entire broadcast structure should be built locally, NAB radio members were told at the April 6 radio session in Chicago.

A three-part promotion-program meeting heard speakers discuss public relations techniques, promotion methods and programming policies.

Robert L. Pratt, KGGF Coffeyville, Kan., chairman of the NAB Public Relations Committee, explained NAB's public service aids for radio stations, including films, jingles and speech materials. He called for support of the Voice of Democracy program and National Radio Month, to be observed during May.

Four members of Broadcasters' Promotion Assn. offered a promotion presentation. They were Janet Byers, KYW Cleveland; Charles A. Wilson, WGN Chicago; James Bowermaster, WMT Cedar Rapids, Iowa, and John J. Kelly, Storer Broadcasting Co. They described promotion as a management function, listing ways of promoting stations, urging careful planning and cautioning against over-promotion.

Mitch Miller, Columbia Records, said radio is "the No. 1 medium to transmit music and news." He said the high-quality recordings available to stations offer wide opportunity for balanced programming. Mr. Miller advised balanced programming and warned against underestimating the musical taste of the audience, particularly young people.

"Television music is still in the Stone Age," he said. He urged radio stations to apply professional management skills to programming.

PRODUCT PROTECTION ASKED

ABC affiliates for longer station breaks

Product-protection standards and 40-second station breaks on ABC-TV nighttime programs were proposed by the network's affiliates last week.

Station sources said affiliates recommended that protection be allowed only between competing products, not between competing advertisers promoting non-competitive products; that protection be limited to 15 minutes' separation between competing products, and that no protection be accorded products promoted in participations or time bought "on any other basis except full or conventional alternate-week sponsorship."

The expanded station breaks would enable affiliates to sell two 20-second spots between network programs. At present they have 30 seconds.

These subjects presumably were among those discussed at a meeting of the affiliates' board of governors with ABC-TV President Oliver Treyz and other officials of the network at a meeting during the NAB convention in Chicago. They are similar to those suggested by Station Representatives Assn. as agenda material for a meeting of networks, stations and station reps (BROADCASTING, April 4, March 14).

Without going into the questions dealt with, the affiliates board acknowledged that matters of mutual interest had been covered in the session with ABC-TV officials. They said no decision was reached on any of the subjects but that network and affiliates were "basically in accord on all matters" and had "pledged to move forward to achieve their common aims." Another session later in the spring or early in

These are the things that matter most to me . . .

"My neighbors..."

THE WORLD'S MOST UNUSUAL PYRAMID CLUB

In 1944 a fantastic experiment in rehabilitation of underdeveloped countries was begun: the Heifer Project. 44 heifers were sent to Puerto Rican farmers with the understanding that their offspring would be distributed among their neighbors.

It was the beginning of a world-wide pyramid club

ABC building plans ■ At its television affiliates meeting in Chicago last week ABC showed drawings of a 30-story headquarters building to be erected on the side of the network's present New York offices. In this picture Leonard Goldenson (l), president of AB-PT, the parent company of the network, describes the building to Spyros Skouras, president of 20th Century Fox, and David B. Wallerstein, president of Balaban & Katz Theatres.

ABC officials gave out few details about the project—which is yet to be approved by the corporation's board. But it was learned that the management plan contemplates the beginning of construction in about two years. The block of land in the Lincoln Square area of New York where ABC now has its headquarters is owned by AB-PT. All buildings now on the plot will be razed to make way for the new construction. The new building will be owned by AB-PT and largely occupied by its own broadcasting and theatrical operations. It will contain a complex of television studios, including color equipment, and will be the center for ABC production in the East.

The ABC headquarters site faces a new development, the Lincoln Center for the Performing Arts, planned as a massive collection of theatrical and musical enterprises including a new Metropolitan Opera House. The Austin Co. will design and build.

the summer was expected.

Officers Elected ■ Brent H. Kirk, general manager of KUTV (TV) Salt Lake City, was elected chairman of the board of governors of ABC-TV affiliates at a meeting in Chicago last week.

The affiliates also elected Howard Maschmeier, WNHC-TV New Haven, Conn., as vice chairman; John F. Dille,

... whose dividend today may be anything from goats, hatching eggs, pigs ... to rabbits, honey bees, sheep or horses.

The Congregational Churches of New England had been taking part in the Heifer Project for many years. Last November, they were shipping 44 heifers to Iran. Members of the congregation were going along, too, as handlers of the animals and as observers of the results of previous shipments to other countries.

WBZ-TV felt the story of this modern pilgrimage would make an especially effective Christmas show and sent cameras along to record the trip on film.

Result: *Heifers for Hope,* a one-of-its-kind documentary.

Boston viewers watched as the men, women, boys and girls who had raised money to buy the livestock through cake sales and "heifer hops" gathered at Boston's Logan International Airport. Just before take-off ministers blessed the animals. Then – a Teheranian orphanage, recipient of a heifer. Cameras panned the neighboring farms that would eventually profit.

Next stop: Greece. A priest told Bostonians how the Project replenished the livestock of his town, ravaged by four waves of invasion in a ten-year period. A mother explained gratefully that for the first time, and only because of the Project, her child is properly nourished. Farmers, town officials, even children told what the Heifer Project meant to them.

The trip started on Thanksgiving Day. It ended on Christmas Eve. It involved people reaching out halfway across the world to help other people. WBZ-TV feels it will stimulate even greater interest in the Heifer Project.

It was a most appropriate Christmas program for it told the story of the greatest gift man knows – the gift of Hope where there was none.

WBZ-TV BOSTON

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

Jr., WSJV-TV Elkhart, Ind., secretary, and John T. Gelder, Jr., WCHS-TV Charleston, W.Va., treasurer.

Four incumbents were re-elected to the board: Joseph H. Hladky, KCRG-TV Cedar Rapids, Iowa; Joseph Bernard, KTVI (TV) St. Louis; Joseph Drilling, KJEO-TV Fresno, Calif., and Donald Davis, KMBC-TV Kansas City.

Fred Houwink, WMAL-TV Washington, was given an award for his services as chairman of the affiliates group. Also honored were Willard Walbridge, KTRK-TV Houston; Joseph Herold, KBTV-TV Denver, and Harry LeBrun, WLWA (TV) Atlanta. ABC-TV was commended for "outstanding progress in all facets of television."

Mutual affiliates agree to 'freeze'

The Mutual Affiliates Advisory Committee, which represents affiliates in dealing with the network, decided in Chicago that the *status quo* was the best course for now. The committee was "frozen" at least for the remainder of 1960 and probably until next year's NAB convention.

This action sidestepped for the moment plans to organize Mutual's affiliates into their own, self-supported organization completely autonomous from the network. The MAAC, although elected by Mutual stations by districts of the country, is subsidized by the network.

In discussions with network officials the MAAC heard that the possible sale of 25% of Mutual to Minnesota Mining & Manufacturing (BROADCASTING, March 14) would bring in $400,000 to $500,000 in advertising revenue.

Plough's plans told at Chicago meeting

Plough Inc. plans to beef up its news operation among its five stations and will concentrate more heavily on community service information, it was reported last week.

Programming, sales and engineering problems occupied the attention of the general managers of the five Plough Inc. stations at a pre-NAB convention meeting in Chicago's Drake Hotel April 2-3.

Harold R. Krelstein, president of the Plough broadcasting subsidiaries, reported an improvement in audience ratings position of its outlets since Plough dropped its Top 40 music format. He also noted that Plough stations have resorted to a policy of buying all records they play on the air. Ways and means of improving community service information and projected expansion of news personnel looking toward stronger territorial coverage also were discussed.

Attending the meeting besides Mr. Krelstein were Roy Whisand, vice president and general manager, WCOP-AM-FM Boston; Byron Millenson, vice president and general manager, WCAO-AM-FM Baltimore; Claude Frazier, vice president and general manager, WPLO-AM-FM Atlanta; Charles DeVois, vice president and general manager, WMPS Memphis; Frederick J. Harm, vice president and general manager, WJJD Chicago; Gene Plumstead, vice president-programming; Roger May, vice president-sales, and Joe Deaderick, vice president-engineering.

Regional Broadcasters future up-in-air

Prospects for continued operation of Regional Broadcasters appeared during the group's membership meeting in Chicago April 3. Several broadcasters present urged further existence of the organization to cope with special problems which might require group atten-

These are the things that matter most to me . . .

"My rights..."

NO ROOM FOR THE PUBLIC —OR IS THERE?

Maryland's State Legislature charged the Baltimore Commissioner of Police to be guilty of misconduct in office and incompetence . . . and recommended an immediate removal from office.

A hearing was promptly scheduled. The only hitch: it was a gubernatorial hearing – a closed affair.

WJZ-TV raised two important questions: isn't the public obligated to take an active interest in proceedings related to the conduct of a man entrusted with the safety of their homes and fam-

Reunion in Chicago ■ Broadcasters who toured the European Theater of operations under Army auspices in 1945 held their annual reunion in Chicago April 3 in conjunction with the NAB convention. Joseph H. Ream, CBS-TV vice president (wearing authentic British beret) was awarded the rotating plaque as VIP of the Year. Other VIP's (l to r): Sol Taishoff, BROADCASTING; Mark Woods, former ABC president and now prominent Florida realtor; Joseph Csida, eastern vice president, Capitol Records; Ted Bergmann, president, Parkson Adv.; John E. Fetzer, owner of Fetzer stations and chairman of the Detroit Tigers; Col. Ed Kirby, USO public relations director who was escorting officer; William S. Hedges, NBC vice president; Honor Man Ream; Col. Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters; Clair R. McCollough, president, Steinman stations; chairman of NAB Policy Committee and chairman of VIPers; Robert D. Swezey, consultant to Secretary of Labor Mitchell and part owner of WDSU Broadcasting Corp.; Don Kearney, Corinthian stations.

Kneeling: Morris Novik, broadcast consultant.

tion. They voted to send letters to all fulltime Class III, II and I-B stations to learn if enough are interested in underwriting the cost.

Payson Hall, Meredith Pub. Co. Stations, chairman pro-tem of the organizing committee of Regional Broadcasters, and Hollis Seavey, its director, reported on the successful effort to support Senate ratification of the 1950 North American Regional Broadcasting Agreement and the broadcasting agreement with Mexico.

Mr. Hall expressed thanks to all broadcasters involved for their cooperation and said all Meredith Stations will give full support to Regional Broadcasters should it be decided to extend the life of the organization. He said, however, that other duties force him to drop his leadership role in the group.

ilies? Aren't the people entitled to complete coverage in such cases, rather than excerpts – as a guarantee of fairness to both sides?

Governor's initial reaction: "This executive hearing has many of the aspects of a judicial proceeding and to the extent possible, the Governor will adhere to the rules, procedures and customs of Canon 35."

Or – NIX ON TV COVERAGE!

But WJZ-TV persisted in its demand that the people be informed, *completely*. The Governor submitted the matter to a U.S. District Court Judge. After review, the Governor's Office granted permission to televise the one-hour summations by both sides, provided the telecast was not live. WJZ-TV swung into action –

1. cancelled all regular programming beginning at 1:00 PM on the day of the hearing.
2. assigned full engineering and production staffs to originate a direct remote telecast from the hearing rooms at the Maryland State House in Annapolis, 20 miles from Baltimore.
3. recorded the entire proceedings on Videotape.
4. broadcast the proceedings in their entirety.

Richard W. Case, Special Legal Advisor to the Governor: "Fortunately, I did have an opportunity to see some of the program presented by WJZ-TV. I thought it was very well done . . . I have heard a number of attorneys say they could see no reason why important appellate cases could not be visually recorded."

Governor Tawes: "I was entirely satisfied with the television coverage given by WJZ-TV . . . My sincere thanks to you for your cooperation in the matter."

WJZ-TV proved that it could televise such major events with an absolute minimum of distraction to the participants and with no editorial bias resulting from extraneous comments or excision of any proceedings.

WJZ-TV BALTIMORE

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

HARRY HEARD
Truman highlights Pioneers dinner

Broadcast Pioneers provided a prestige highspot at the NAB convention last week as ex-President Harry S. Truman appeared as feature speaker at the organization's annual banquet. The dinner drew a capacity crowd in the grand ballroom of the Conrad Hilton Hotel.

Mr. Truman put on his usual good show, mixing nostalgia with quips about current and past radio history. He was presented the distinguished service award of the group and a host of other gifts, prompting him to observe, "I like payola."

Mr. Truman was introduced by Merle S. Jones, CBS, president of the Pioneers. Awards were presented by William S. Hedges, NBC, chairman of the Hall of Fame and Awards Committee. Sol Taishoff, BROADCASTING, was banquet chairman with Ward L. Quaal, WGN Chicago, chairman of the local banquet committee.

Citations were presented to Sydney M. Kaye, attorney and BMI counsel; Harold Hough, WBAP Fort Worth (in absentia); Mark Woods, first president of the pioneers; H. Leslie Atlass, retired from CBS, and Vladimir K. Zworykin, RCA, inventor of the iconoscope tube (in absentia). A Hall of Fame award was given the late M.H. Aylesworth, first president of NBC. It was acknowledged by his daughter, Mrs. Dorothy Gwyer, of New York.

Mr. Truman recalled, with impromptu sound effects, his experiences with the cat-whisker gadgets of early radio days and the later addition of a horn. He said broadcasters "are fine people" but hinted plainly he sometimes pushed a button to silence the tv during a foot-powder plug.

He reminded broadcasters of the responsibility they face in operating a mass medium and recalled how legislation was adopted in 1888-90 when railroads became big business. A few offenders can cause troubles for everyone else in broadcasting, he said. "You want to make the United States the greatest republic in the world and you have more responsibility than any other organization in the world," he said. "We are on the threshold of the greatest era in history."

Mr. Truman's talk was preceded by playbacks of some of his old campaign give-'em-hell speeches. He was presented with complete tapes of his network broadcasts as President and a gold record of campaign speech excerpts.

CBS boosts employes' pay, other benefits

CBS employes had some good news last week—a "substantial" increase in the fund available for merit raises, an extra holiday each year, an extra week's vacation (after 25 years of service), liberalized payments for overtime on weekends, an extension of severance pay allowances and, for clerical workers and others in the salary-grade levels, a 4% general pay raise.

These changes are in addition to a stock-purchase plan for employes and a new pension arrangement which are to be voted on at the annual meeting of CBS stockholders on April 20 (BROADCASTING, March 28).

Employes have been notified that, effective last week, there was a "solid increase" in the merit fund set aside for salary raises to be given in special recognition of outstanding work. They also were told that they would get a fourth week of vacation starting in their 25th year of service (except for department heads the top limit has been three weeks, reached after five years of service); that election day is being added to the eight holidays they already get each year; that weekend work will bring overtime pay for a minimum of four hours, and that severance pay

schedules are being extended from the old maximum of six weeks after three years' service, to seven weeks for employes with four to five years and eight weeks for those with five years or more.

Headliner awards go to radio-tv newsmen

Four tv awards and four to radio were among the 24 announced by the National Headliners Club for outstanding journalistic achievement in 1959.

Public service awards went to KMOX St. Louis and KPIX (TV) San Francisco for radio and tv respectively. NBC's *News on the Hour* won top honors for network radio news broadcasting with the local radio news coverage award taken by WNEW New York. WMRN was winner in the local radio editorials category. ABC-TV won the award for consistently outstanding tv network coverage; the local tv award going to Gabe Pressman of WRCA-TV New York. Mario Biasetti of CBS News won the award for the best newsreel, whether theatre or tv, for his work on the Nicaraguan invasion "where he both effected and filmed the surrender of a rebel band," according to the Headliners Club.

The award for the best radio and tv newspaper columns was won by Paul Molloy of the *Chicago Sun Times*.

NETWORK BILLING UP 10.9%

ABC-TV shows 24.2% gain in January

Network tv gross billing got off to a January start of $57,756,267, a 10.9% increase over the same month in 1959 ($52,076,179). ABC-TV had a gross billing of more than $13.2 million, a 24.2% gain. Both CBS-TV and NBC-TV moved upward, CBS' $23.5 million plus, a 6.5% increase, and NBC's $20.95 million representing an 8.6% increase.

The gross billings were released last week by Television Bureau of Advertising, the figures compiled by Leading National Advertisers and Broadcast Advertiser Reports.

Nighttime billing increased 20%, from over $33.7 million in January 1959 to more than $40.4 million in January 1960. Daytime billing went up 5.8%, from $17.2 million-plus to over $18.3 million.

NETWORK TELEVISION GROSS TIME BILLINGS
Source: LNA-BAR

	January 1959	January 1960	% Change
ABC-TV	$10,647,078	$13,227,680	+24.2
CBS-TV	22,129,248	23,578,557	+ 6.5
NBC-TV	19,299,853	20,950,030	+ 8.6
TOTAL	$52,076,179	$57,756,267	+10.9

DAY PARTS

	January 1959	January 1960	% Change
Daytime	$18,321,279	$17,259,284	— 5.8
Mon.-Fri.	15,162,498	13,297,483	—12.3
Sat. & Sun.	3,158,781	3,961,801	+25.4
Nighttime	33,754,900	40,496,983	+20.0
TOTAL	$52,076,179	$57,756,267	+10.9

LNA-BAR: Gross time Costs Only

CBS fellows named

CBS Foundation news and public affairs fellowships to Columbia U. for the year 1960-61 are to be announced today (April 11). The eight winners will get awarded a year of special study to strengthen their backgrounds for meeting responsibilities in electronic journalism. The winners:

Richard H. Compton, KVTV (TV) Sioux City, Iowa; Kevin F. Delany, CBS News, New York; Stephen Fentress, KMOX-TV St. Louis; Richard Gibson, WCBS News, New York; Richard O. Moore, KQED (TV) San Francisco; Richard Richter, CBS News, New York; Neal L. Spelce Jr., KTBC-AM-TV Austin, Tex., and Raymond T. Yelkin, KUHT (TV) Houston, Tex.

These are the things that matter most to me . . .

"Our transportation..."

There's a serious, nasty problem in booming Pittsburgh – not one cent is being spent for mass transit. One of the most important facets of a major city is in a mess.

Pittsburgh's Chamber of Commerce knew something had to be done about it. But how do you present a complicated problem to a community without being dull?

The Chamber's first step: contact KDKA-TV.

KDKA-TV had facilities to get the Chamber of Commerce campaign against traffic snarl rolling in a hurry. Already on KDKA-TV's program schedule: "Decision," a half-hour public interest program in prime time. "Decision" has already probed such touchy topics as "Inflation" and "Unemployment." "Mass Transit" was added to the program schedule.

KDKA-TV cameras called on various community leaders – the head of the trolley system, a department store president, a civic leader, a well-informed citizen. Each spoke up sharply and Pittsburghers got a realistic understanding of their problem. The decision was now up to them.

Television again demonstrated that it can act fast. That it can serve its community – and do it dynamically.

One Pittsburgh newspaperman's comment: "An effective demonstration of how to get rid of that flat cliché, the panel of experts, and still retain the punch of interviews. The program . . . was a hard-hitting look at a nasty Pittsburgh problem."

KDKA-TV PITTSBURGH

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

HARRY HEARD
Truman highlights Pioneers dinner

Broadcast Pioneers provided a prestige highspot at the NAB convention last week as ex-President Harry S. Truman appeared as feature speaker at the organization's annual banquet. The dinner drew a capacity crowd in the grand ballroom of the Conrad Hilton Hotel.

Mr. Truman put on his usual good show, mixing nostalgia with quips about current and past radio history. He was presented the distinguished service award of the group and a host of other gifts, prompting him to observe, "I like payola."

Mr. Truman was introduced by Merle S. Jones, CBS, president of the Pioneers. Awards were presented by William S. Hedges, NBC, chairman of the Hall of Fame and Awards Committee. Sol Taishoff, BROADCASTING, was banquet chairman with Ward L. Quaal, WGN Chicago, chairman of the local banquet committee.

Citations were presented to Sydney M. Kaye, attorney and BMI counsel; Harold Hough, WBAP Fort Worth (in absentia); Mark Woods, first president of the pioneers; H. Leslie Atlass, retired from CBS, and Vladimir K. Zworykin, RCA, inventor of the iconoscope tube (in absentia). A Hall of Fame award was given the late M.H. Aylesworth, first president of NBC. It was acknowledged by his daughter, Mrs. Dorothy Gwyer, of New York.

Mr. Truman recalled, with impromptu sound effects, his experiences with the cat-whisker gadgets of early radio days and the later addition of a horn. He said broadcasters "are fine people" but hinted plainly he sometimes pushed a button to silence the tv during a foot-powder plug.

He reminded broadcasters of the responsibility they face in operating a mass medium and recalled how legislation was adopted in 1888-90 when railroads became big business. A few offenders can cause troubles for everyone else in broadcasting, he said. "You want to make the United States the greatest republic in the world and you have more responsibility than any other organization in the world," he said. "We are on the threshold of the greatest era in history."

Mr. Truman's talk was preceded by playbacks of some of his old campaign give-'em-hell speeches. He was presented with complete tapes of his network broadcasts as President and a gold record of campaign speech excerpts.

CBS boosts employes' pay, other benefits

CBS employes had some good news last week—a "substantial" increase in the fund available for merit raises, an extra holiday each year, an extra week's vacation (after 25 years of service), liberalized payments for overtime on weekends, an extension of severance pay allowances and, for clerical workers and others in the salary-grade levels, a 4% general pay raise.

These changes are in addition to a stock-purchase plan for employes and a new pension arrangement which are to be voted on at the annual meeting of CBS stockholders on April 20 (BROADCASTING, March 28).

Employes have been notified that, effective last week, there was a "solid increase" in the merit fund set aside for salary raises to be given in special recognition of outstanding work. They also were told that they would get a fourth week of vacation starting in their 25th year of service (except for department heads the top limit has been three weeks, reached after five years of service); that election day is being added to the eight holidays they already get each year; that weekend work will bring overtime pay for a minimum of four hours, and that severance pay

schedules are being extended from the old maximum of six weeks after three years' service, to seven weeks for employes with four to five years and eight weeks for those with five years or more.

Headliner awards go to radio-tv newsmen

Four tv awards and four to radio were among the 24 announced by the National Headliners Club for outstanding journalistic achievement in 1959.

Public service awards went to KMOX St. Louis and KPIX (TV) San Francisco for radio and tv respectively. NBC's *News on the Hour* won top honors for network radio news broadcasting with the local radio news coverage award taken by WNEW New York. WMRN was winner in the local radio editorials category. ABC-TV won the award for consistently outstanding tv network coverage; the local tv award going to Gabe Pressman of WRCA-TV New York. Mario Biasetti of CBS News won the award for the best newsreel, whether theatre or tv, for his work on the Nicaraguan invasion "where he both effected and filmed the surrender of a rebel band," according to the Headliners Club.

The award for the best radio and tv newspaper columns was won by Paul Molloy of the *Chicago Sun Times*.

NETWORK BILLING UP 10.9%

ABC-TV shows 24.2% gain in January

Network tv gross billing got off to a January start of $57,756,267, a 10.9% increase over the same month in 1959 ($52,076,179). ABC-TV had a gross billing of more than $13.2 million, a 24.2% gain. Both CBS-TV and NBC-TV moved upward, CBS' $23.5 million plus, a 6.5% increase, and NBC's $20.95 million representing an 8.6% increase.

The gross billings were released last week by Television Bureau of Advertising, the figures compiled by Leading National Advertisers and Broadcast Advertiser Reports.

Nighttime billing increased 20%, from over $33.7 million in January 1959 to more than $40.4 million in January 1960. Daytime billing went up 5.8%, from $17.2 million-plus to over $18.3 million.

NETWORK TELEVISION GROSS TIME BILLINGS
Source: LNA-BAR

	January 1959	January 1960	% Change
ABC-TV	$10,647,078	$13,227,680	+24.2
CBS-TV	22,129,248	23,578,557	+ 6.5
NBC-TV	19,299,853	20,950,030	+ 8.6
TOTAL	$52,076,179	$57,756,267	+10.9

DAY PARTS

	January 1959	January 1960	% Change
Daytime	$18,321,279	$17,259,284	— 5.8
Mon.-Fri.	15,162,498	13,297,483	—12.3
Sat. & Sun.	3,158,781	3,961,801	+25.4
Nighttime	33,754,900	40,496,983	+20.0
TOTAL	$52,076,179	$57,756,267	+10.9

LNA-BAR: Gross time Costs Only

CBS fellows named

CBS Foundation news and public affairs fellowships to Columbia U. for the year 1960-61 are to be announced today (April 11). The eight winners will get awarded a year of special study to strengthen their backgrounds for meeting responsibilities in electronic journalism. The winners:

Richard H. Compton, KVTV (TV) Sioux City, Iowa; Kevin F. Delany, CBS News, New York; Stephen Fentress, KMOX-TV St. Louis; Richard Gibson, WCBS News, New York; Richard O. Moore, KQED (TV) San Francisco; Richard Richter, CBS News, New York; Neal L. Spelce Jr., KTBC-AM-TV Austin, Tex., and Raymond T. Yelkin, KUHT (TV) Houston, Tex.

These are the things that matter most to me . . .

"Our transportation..."

There's a serious, nasty problem in booming Pittsburgh – not one cent is being spent for mass transit. One of the most important facets of a major city is in a mess.

Pittsburgh's Chamber of Commerce knew something had to be done about it. But how do you present a complicated problem to a community without being dull?

The Chamber's first step: contact KDKA-TV.

KDKA-TV had facilities to get the Chamber of Commerce campaign against traffic snarl rolling in a hurry. Already on KDKA-TV's program schedule: "Decision," a half-hour public interest program in prime time. "Decision" has already probed such touchy topics as "Inflation" and "Unemployment." "Mass Transit" was added to the program schedule.

KDKA-TV cameras called on various community leaders – the head of the trolley system, a department store president, a civic leader, a well-informed citizen. Each spoke up sharply and Pittsburghers got a realistic understanding of their problem. The decision was now up to them.

Television again demonstrated that it can act fast. That it can serve its community – and do it dynamically.

One Pittsburgh newspaperman's comment: "An effective demonstration of how to get rid of that flat cliché, the panel of experts, and still retain the punch of interviews. The program . . . was a hard-hitting look at a nasty Pittsburgh problem."

KDKA-TV PITTSBURGH

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

ANOTHER THIRD DEGREE FOR FCC

Budget hearing was full investigation of agency's activities

While the line of questioning belied the fact, it was indeed the House Independent Offices Appropriations Subcommittee quizzing members of the FCC last March 1 on the commission's proposed fiscal 1961 budget.

But, with over half the questions concerning quiz rigging, payola, false advertising, "monopolistic" tv networks and "lost public confidence" in the FCC, the commissioners could be pardoned if they thought they were facing once again the House Legislative Oversight Subcommittee.

Testimony of the secret hearing, during which the FCC testified on its request for $13.5 million next year, was released today (April 11). The money requested is up $3.5 million over the $10.55 million appropriated for fiscal 1960, ending June 30.

The major portion of the increase—$2.25 million—is earmarked for a proposed study of uhf to be conducted in New York City. This item also was by far the most controversial. (For details of what the proposed study entails, see BROADCASTING, Feb. 8.)

Commissioner Lee said the proposed uhf study is the most important item that has appeared in an FCC budget during his seven years on the commission. He said New York was chosen for the experiment, which is to include the construction of two uhf stations, because it offers the worst possible conditions for reception of uhf signals.

Rep. Albert Thomas (D-Tex.), subcommittee chairman, said it appears that "someone wants to sell some equipment. . . . Why should not the industry do its own research and development?" Commissioner Lee, the government's most outspoken proponent of uhf, replied that the inspiration came from the subcommittee's frequent criticisms of the FCC in the past for depending on the industry to do the agency's research.

In two years, the commissioner said, it should be determined whether uhf will work in New York, and if not, tv will lose its allocations in that portion of the band to other users. Rep. Thomas thought the National Academy of Science could come up with an answer if given $250,000, instead of $2.25 million. "Let me suggest to you that you consult that crowd for awhile and let them take a look at it and maybe you can . . . get everything you want," he told the commissioners.

The Old Bandwagon ■ The members of the subcommittee took up the entire morning hours of the one-day hearing in quizzing the commissioners about the ills of radio and tv that have been making headlines for the past several months. The chairman wanted to know what the FCC is doing "in the great field of advertising where certainly a lot of loose statements are made. . . ." He challenged the contention of then FCC Chairman John C. Doerfer that jurisdiction in this area lies with the FTC.

Rep. Thomas maintained that the commission does have jurisdiction and

criticized the agency for not using its 160 field monitors to police programming and advertising. Commissioner Doerfer's explanation that they were assigned to check for technical violations only did not satisfy the subcommittee members.

Rep. Sidney R. Yates (D-Ill.), accused the commission of disregarding local needs in renewing NBC's WNBQ (TV) Chicago. He maintained that the commission should require that certain amounts of time be set aside for local programming and advertisers. He disagreed with Commissioner Rosel Hyde's contention that this would be censorship.

"What you are saying . . . is that the [Communications] Act itself permits two or three big broadcasting companies to have a monopoly and dominate," Rep. Thomas charged. "Through your own rules and regulations you have fostered this monopoly. . . . You have closed your eyes and ears to what the people want."

Rep. Joe L. Evins (D-Tenn.) said that the FCC has lost the public's confidence. "You have been drifting in the field. I think it is time you addressed yourself to protecting the public interest and not the vested interests," he said.

This statement brought a strong protest from Commissioner Doerfer, who said: "I reject that appraisal of our work, Mr. Congressman. I do not think it is warranted." When members of the subcommittee were criticising the commission for not revoking a broadcast license since 1932, Mr. Doerfer retorted: "I would like to have you point out to me what license should have been revoked. . . ."

Lengthy questioning of the commissioners also was directed toward such subjects as payola, quiz rigging and the 13-month backlog in processing am applications.

Zeckendorf suing Outlet for $8 million

An $8 million damage suit has been filed by New York realtor William Zeckendorf against a Providence, R.I., bank and trustees of the Outlet Co. stock. The suit is an outcome of the legal battle instituted last year by Joseph S. Sinclair, grandson of the Outlet Co. founder and executive of the department store's WJAR-AM-TV Providence. This resulted in an injunction staying the sale to Mr. Zeckendorf's 91065 Corp. (BROADCASTING, July 27, 1959).

An option to purchase 55,230 shares of Outlet Co. stock at $120 was obtained in 1958 by Roger L. Stevens, New York realtor, who subsequently transferred the option to Mr. Zeckendorf. Mr. Sinclair brought suit to stay the $12 million transaction on the ground that he could have obtained a better price.

A Rhode Island court found that the Industrial National Bank, one of the trustees, was involved in a conflict of interest and the trustees failed to obtain a better price.

Seeks catv controls

FCC authorization to exercise control over radio-tv receiving antenna towers—as the agency now controls transmitting towers—is sought in a bill (S 3343) introduced last week by Sen. Warren Magnuson (D-Wash.) at the commission's request. The bill would apply to booster antennas, catv receiving installations and private antennas owned by individuals for radio or tv reception. The agency controls microwave relay towers through its jurisdiction over common carrier grants.

The FCC said the public and aviation interests have expressed concern over receiving antenna towers not used for transmission.

These are the things that matter most to me . . .

"Our hospitals..."

"After seeing the condition of the patients, I would beg, borrow or steal to prevent anyone from going to a state mental hospital."

– KYW-TV Reporter Hugh Dananceau

Something just had to be done to improve the condition of Cleveland's state mental hospitals... and KYW-TV did what no other medium could do.

KYW-TV moved right into the mental hospitals with cameras and microphones. Viewers saw the deplorable conditions first hand.

16,000 feet of film were edited into four one-hour programs dubbed "Forgotten People." The series, scheduled in prime time, replaced two popular network shows. Result: ARB ratings doubled those of the previous month.

The impact upon viewers was so great that letters and phone calls poured in immediately. Governor DiSalle allowed KYW-TV news and cameramen to accompany him on his tour of mental institutions in Delaware, New York, New Jersey and Connecticut soon after the series.

The Governor's action proved that "Forgotten People" invoked the concern of those in the audience nearest to the problem and those best equipped to do something about it. Plans have been announced for a new hospital. And hundreds have volunteered their services.

KYW-TV CLEVELAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

CATV FIGHT HAS NEW TWIST

Montana station asks microwave relay ban

The fight of telecasters against community tv systems took a new turn last week.

A Montana multiple television station owner asked the FCC to ban microwave relay grants which would carry metropolitan area tv signals to small town catv systems in conflict with local tv stations.

And, at the same time, a second network has made it known that it believes catv systems should carry the local station on its lines, particularly when distant signals are brought in on microwave relays.

The petition for rulemaking was filed last week by Television Montana (Ed Craney), licensee of KXLF-TV Butte and KXLJ-TV Helena. The request was based on the grounds that the microwaving of tv signals from larger cities to smaller communities for distribution by catv is destructive to local tv broadcasting.

The petitioner cited recognition by Canada of the impact of microwave operation upon the overall tv allocation plan and the adoption of a rule which conditions microwave relay grants to areas "not served by existing Canadian television stations." It also pointed out that the Canadian rule requires that a microwave license be voided when a tv station begins operating in the area.

Seeks Rule Change ■ Television Montana asked that Part 21 of the FCC's rules be revised to ban microwave grants (1) to systems which carry a program already being carried by the single, local tv station and (2) which would "adversely affect" existing local single tv operation.

NBC was the network which took a position on catv systems, following much the same approach taken by CBS earlier (BROADCASTING, March 28).

In a March 25 letter to the City Council of Scottsbluff, Neb., NBC Vice President David C. Adams stated that the network believed a microwave system should not be approved unless the consent of the station has been obtained for use on a catv system. It also declared that it had certain property rights in its network programs and that these property rights are violated when NBC programs are picked up by catv systems without consent. NBC has never granted such consent, Mr. Adams said.

Mr. Adams' letter was sent to the Scottsbluff council at the request of William C. Grove, general manager of Frontier Broadcasting Co. Frontier operates KSTF (TV) in Scottsbluff.

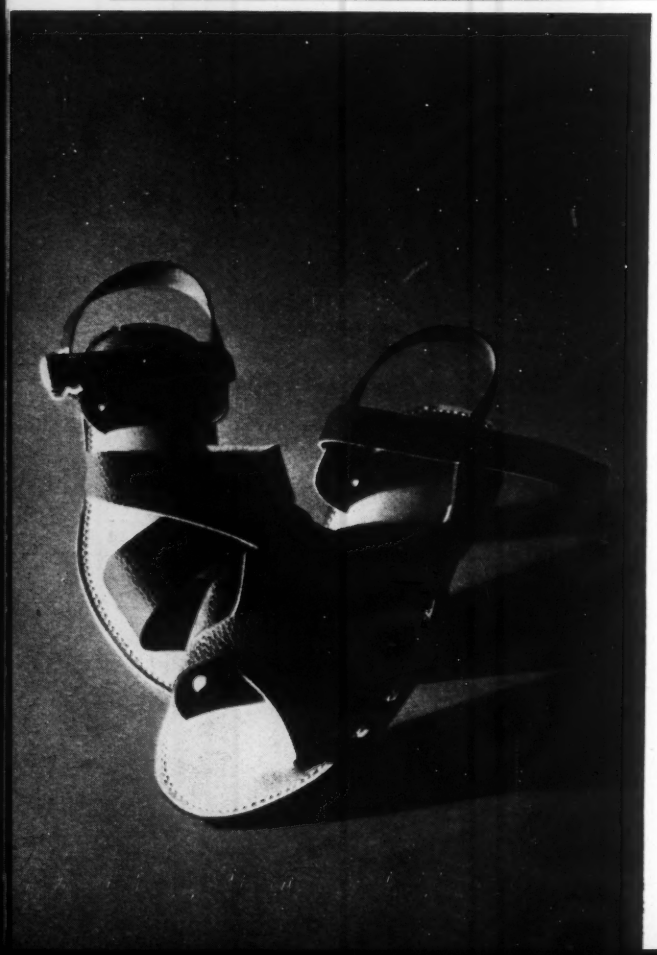
The interest of Scottsbluff officials in the catv situation stems from the prospect of an application being filed for a catv franchise.

Bar Assn. recommends 'ex parte' legislation

Federal agencies have not been able to deal with the problem of backdoor influence up to now and legislation is indicated, American Bar Assn. representatives told the House Commerce Committee last week (also see page 88).

Testifying in favor of the ABA-recommended bill (HR 6774) to prohibit *ex parte* contacts with FCC members and other agency people involved in agency decisional processes, Donald C. Beelar of ABA's Federal Administrative Practice Act committee and Bryce Rea Jr. of the association's administrative law section committee said agencies have imposed standards of conduct on others, but not on themselves.

The ABA spokesmen expressed doubt



These are the things that matter most to me . . .

"Religion..."

THE BEATNIKS AND CHRIST

They love Jesus in an off-beat way, with that hipster feeling that He was a very misunderstood person . . . would be even more so today. They identify with the figure of Christ . . . see themselves as innocents, as the victim Christ, slaughtered by an insensitive society.

The Rev. Pierre Delattre is speaking on KPIX's "Against the Stream," unique half-hour series on morality in the Beat Rebellion. He points to their sandals and beards . . . explains these are the outward signs of their identification with Christ . . . and the program continues.

Another FCC list

Another processing list of standard broadcasting station applications has been announced by the FCC. The new list will be ready for processing on April 30, and any applications which should be considered with those on the list must be filed no later than April 29. The first application on the list is BP-12855, filed by KELK Elko, Nev., for a change in facilities.

agency members can protect themselves from misconduct by a fellow agency member and asked that *ex parte* prohibitions apply to all proceedings subject to notice and opportunity for hearing. The agency would have discretion to apply the law to rulemaking proceedings of an adversary character by specifying a case in the hearing notice as subject to the proposed law, they said.

They said most case litigation at the federal level is being conducted by federal agencies, not the courts, with 100 agency tribunals trying a great variety of cases and agency trial examiners outnumbering district federal judges. A litigant before a federal agency has a right to expect the same assurance of fair play he associates with administration of justice by the courts, they said.

Conelrad proposal viewed unfavorably

FCC's proposed rule-making to amend the Conelrad manual to provide for specific transmission standards for the Conelrad attention signal was considered technically and economically unfavorable during discussions of NAB Engineering Advisory Committee members at the Chicago convention.

The committee met Tuesday afternoon and considered this proposal as well as other pending FCC technical proceedings, including the tv channel spacing proposal. The NAB group took no position on channel spacing.

The Conelrad proposal, announced by FCC late last year (BROADCASTING, Jan. 4), was designed to permit the manufacture of low-cost highly reliable Conelrad-equipped consumer radios which would be activated by the "attention" signal. The NAB group considered the technical requirements too strict and found the cost to the individual broadcaster would exceed $1,000. FCC had estimated the cost at $150.

Committee members attending the Chicago meeting included Chairman A. James Ebel, KOLN-TV Lincoln, Neb.; Jerrold L. Martin, WKMH-AM-FM Dearborn, Mich.; Andrew L. Hammerschmidt, NBC-TV; James H. Butts, KBTV (TV) Denver; John T. Wilner, WBAL-AM-TV Baltimore; Howard T. Head, A.D. Ring & Assoc.; James D. Parker, CBS-TV; Clure Owen (for Frank Marx), ABC, and A. Prose Walker and George Bartlett, NAB.

New York DA to end payola investigation

The New York District Attorney's office indicated last week that its investigation into payola and disc jockeys will be concluded by the end of this month. The books and financial records of more than 100 recording companies have been subpoenaed by the District Attorney's office and, a spokesman said, all information will be turned over to the Grand Jury examining payola within the next few weeks.

Lonny Starr, a former disc jockey for WNEW New York, was questioned last week by district attorney aides. Mr. Starr was discharged by the station two weeks ago, but WNEW officials would

A phonograph plays a poem: "Crucifixion" by Lawrence Ferlinghetti. Enter willowy girl. Supple, she dances to the words: *He was a kind of carpenter from some square type place like Galilee . . . who said the cat who really laid it on us all was his Dad . . .*

Bongo drums. A man stands. He sees himself as Christ. Raspy voiced: *I was framed. Reading poetry in public without a permit is a crime. Maybe the lawyer Judas can swing it otherwise.*

A high trembling voice: *No saint is sane who sings upon the cross. No saint is sane.*

Poets, artists, musicians . . . one after another sings of man's soul . . . his search for Beauty and Truth.

Now a question from the Rev. Pierre Delattre. The jarring sounds fall into harmony as one explains: *We Beat People differ in many things, but we are all sure who the enemy is. There are too few of us. Too many of them. So we leave.*

To the millions of San Franciscans tuned in to KPIX that afternoon, the grave words had a jolting effect. In the past ten years they've seen their city become the heart of Beatdom, U.S.A. Now through KPIX – and in one of the most unusual and dynamic examples of religious programming yet conceived – they were face to face with their new neighbors.

And so was the entire nation through Time magazine's coverage of the KPIX show and Rev. Mr. Delattre.

Result: at the very least, a greater knowledge of the Beat phenomenon and its implications, religious and moral. As a spokesman for the Council of Churches put it following the show, the program was indeed "indicative of a creative spirit." Or, in the words of Rev. Paul K. Shelford, executive director of the Council: "Delattre's willingness to understand these people and to help them be understood is a good thing."

KPIX SAN FRANCISCO

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

not comment on reports that the disc jockey's dismissal was connected with his scheduled appearance before the District Attorney.

After the payola investigation is completed, the District Attorney is expected to hear testimony before a grand jury on possible perjury of principals involved in last year's Grand Jury probe of the tv quiz scandals.

More time on drop-ins

A request by the Assn. of Federal Communications Consulting Engineers and the Assn. of Maximum Service Telecasters for more time to comment on FCC rulemaking to dropin new vhfs in selected markets was granted April 1 by FCC.

The deadline was extended from April 19 to June 30, with reply comments due July 5. Groups asked time so as to rely on new propagation curves promised by FCC by May 1.

'Space' show interest

Some members of House Oversight Subcommittee want to know why tv networks refused to carry hour-long *Race for Space* sponsored by Shulton Inc., which instead will place special program with 110 tv stations on individual basis sometime week of April 24 (BROADCASTING, March 28). Oversight staff began boning up on case last week, but Robert W. Lishman, general counsel, said he didn't think anything would come of it.

Stations protest union intervention

Two Boston area stations protested to the FCC against the attempted intervention of the American Federation of Musicians into their license renewal proceedings.

Musician's Local 9 had asked the commission for a hearing on the renewal of four Boston area stations because of the lack of local programming and utilization of live local talent (BROADCASTING, April 4). The four, WMEX, WILD, WORL, all Boston and WHIL Medford, were recipients of 309(b) letters because of alleged program abuses and payola issues.

WORL and WHIL told the FCC last week that the union request, if granted by the commission, "would constitute a basic and extraordinary change in policy [of the FCC] as to programming requirements imposed on licensees." The commission has never said, the stations asserted, that live musical programming was a requirement with which all stations must comply.

Ex parte bill fails in Senate passage try

The Senate refused to pass by unanimous consent a bill (S 1734) to tighten the law against off-the-record contacts in adjudicatory hearing cases.

It was understood Sen. John A. Carroll (D-Colo.), chairman of the Senate Administrative Practices Subcommittee which has been studying federal regulatory agency ethics, objected to the bill, thus making it controversial legislation requiring debate.

S 1734 imposes prohibitions on not only the parties in a case but on any other person against making off-the-record contacts in the case specifically with FCC members and other FCC people taking part in the decisional process, but exempts talks among FCC members, their assistants and the review staff as presently authorized.

Out of the cobwebs

Reaching into its dusty archives, the FCC finally terminated a ten-year-old proposed rulemaking which sought to place a temporary limit on the number of programming hours a station would be permitted to accept from any one network. The limitation was intended to meet problems posed by the then

Summing up—

The things that matter most to people . . . matter to us. As they should to any responsible broadcaster.

For only by searching out community problems and participating in their solutions can a broadcaster gain the community's confidence – his key to good audience, good service to advertisers.

Hence, the preceding examples of WBC programming. And the community responses described in those stories. Unsolicited recognition, enthusiastically given . . . received with a sense of fulfillment by the WBC stations . . . as were Sylvania Awards, Edison Awards, Freedom Foundation and other awards for public service programming last year.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: WBZ+WBZA Boston, Springfield / KDKA Pittsburgh / KYW Cleveland / WOWO Fort Wayne/WIND Chicago/KEX Portland, Ore. *Represented by AM Radio Sales Company*
TELEVISION: WBZ-TV Boston / WJZ-TV Baltimore / KDKA-TV Pittsburgh / KYW-TV Cleveland/KPIX San Francisco *Represented by Television Advertising Representatives, Inc.*

Few and far between

Nearly 60% of the 4,842 operating am, fm and tv stations have declared under oath to the FCC that they have received no payola in any form, including free records. Of the remaining there are only eight cases of "serious payola," according to FCC Chairman Frederick W. Ford.

During his speech before the Tuesday luncheon at the NAB convention in Chicago (see page 54), Comr. Ford disclosed for the first time a percentage breakdown of station replies to the commission's two-part payola questionnaire of last December. The results: 2,757 stations (59%) disclaimed any payola in any form; 447 (9.5%) said they received consideration other than cash for which no sponsorship announcement was made; 50 (1%) said employes had received undisclosed cash payments; 18 (.4%) disclosed instances where the station itself had received payments without identifying the source; 1,374 (29%) replied that they had received free records.

The chairman said that an additional 27 stations filed incomplete responses and 169 outlets are unaccounted for. He did not attempt to give any further breakdown of the figures but said in a large majority of cases the "other consideration" received was of a very minor nature. He said that a summary of the replies has been sent to Congress.

existing freeze on tv applications, "and is no longer necessary."

Another stale piece from the FCC bag of goodies denied a May 23, 1955 petition by Gerico Investment Co., licensee of WITV (TV) Ft. Lauderdale, Fla. The company had asked the commission to institute rulemaking proceedings to prohibit a tv station from broadcasting the programs of more than one network if another facility in the same area also wanted to air the programs of the second network.

Daytimers taking fight to Congress

Daytime Broadcasters Assn. last week claimed to have gathered steam in its membership drive, while awaiting projected hearings by Rep. Oren Harris' Legislative Oversight Subcommittee.

DBA took stock of itself and daytimers at a meeting before the NAB convention. Its spokesmen also took a few more passing swipes at the FCC and promised that some of its "policies and practices" will get a full redress before the Harris group, which will hold hearings on four House bills involving daytime stations.

In gathering membership strength, DBA stressed that $25 dues will pay up members for the rest of 1960. It claims to have nearly doubled its rolls. About 50-55 association members attended the DBA meeting.

Ray Livesay, WLBH Mattoon, Ill., DBA board chairman, reviewed the daytimers' bid for fixed hours of operation from 6 a.m. to 6 p.m. or sunrise to sunset, whichever is longer. He charged the FCC with discriminatory practices and held that Congress has final responsibility for resolving the daytimer-clear channel issue.

Mr. Livesay's presentation reiterated that at least 800 communities in the country could gain full time service if two Class 1-A 50 kw clear outlets were placed on the same channel. Six or eight more Class IV (local) channels could be allocated, thus freeing one of the clear channels for full time operation by about 100 daytime outlets. He used Los Angeles and New York as cases in point.

Added Mr. Livesay: FCC policies and practices should be based on what is in the public interest "not on who has the most luxurious yacht."

Richard Adams, WKOX Framingham, Mass., and DBA president, presided over the two-hour session, with a report by Ben Cottone, DBA legal counsel, on its opposition to the Senate-ratified U. S.-Mexican Broadcast Agreement this past February.

Music tax relief

The Senate has passed, with an amendment, a House approved bill (HR 7588) to exempt companies which receive more than 50% of their gross income from copyright royalties from the personal holding company tax. The tax relief, tailored for music publishers, also is conditioned on such companies having business deductions of more than 50% of gross income and having no more than 10% of other personal holding company income.

The Senate added an amendment to make it clear that copyright royalties do not include income from leasing of motion picture films, which has been held to be rents and not royalties. The bill goes to the White House if the House accepts the Senate amendment.

Sen. Harry Byrd (D-Va.) said royalty income is legitimate and music publishers are eligible because sources of income have shifted from sales of sheet music to royalties from radio and tv.

There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

west texas television network

W. D. "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

GOTHAM STATIONS WIN PRAISE

Tough critic Celler finds words of approval

Congressmen hell-bent for election and for passing new laws to get the rascals out of broadcasting last week received some advice from an old pro. Radio and tv also have their good side, he said, and legislators ought to ponder this before they join the pack.

Other congressmen have said the same thing, some even when the House Legislative Oversight Subcommittee was reaching for its highest C. But the kicker last week was *who* was saying it: Rep. Emanuel Celler (D-N.Y.), a doughty David who has hurled stones at broadcasting Goliaths with the best of them as chairman of the House Antitrust Subcommittee.

The New Yorker, whose wide-ranging probes and hearings in the broadcasting field nearly four years ago gave the trade terms "payola" and "free plug" to the public prints, last week told how he had gone looking in his own backyard for something good about radio and tv.

He found plenty, he assured his colleagues Wednesday in a speech on the House floor, in a report submitted at his request from the New York State Assn. of Radio & Tv Broadcasters. It covered the 1959 activities of seven radio stations and two tv outlets, all in New York City, in civil defense, non-commercial spot announcements, community service programming and public affairs programs. The stations: WQXR, WMCA, WCBS, WNEW, WABC, WRCA-AM-TV, WOR-AM-TV.

Condemnation Unjustified ■ Rep. Celler said he feels "there has been a tendency for wholesale condemnation of broadcasters' practices, whether justified or not. Unless we evaluate the entire picture—taking into account the achievements of broadcasting as well as its failures—we will be in no position to legislate effectively in the public interest."

He said Oversight disclosures of rigged quiz shows, payola and deceptive advertising followed his own subcommittee's findings of restrictive practices by networks and others in tv and a tendency by the FCC to identify its functions with the private interests it regulates. He believes laws may be necessary to regulate networks, end *ex parte* communications at the FCC, supervise station sales more closely and set aside a specified amount of time for public service programming.

Broadcasting has been important to national growth and welfare, he said, and the people and policies contributing to this are entitled to recognition and achievement. "Perhaps we have become overly accustomed to receiving and enjoying its many services. Perhaps we are taking its many contributions for granted."

Civil Defense ■ The report on New York broadcasters, he said, showed in 1959 they contributed thousands of staff man-hours and thousands of dollars in equipment, broadcast time and tests to implement Conelrad plans for civil defense, all voluntary and at their own expense. One tv station carried a 10-week tv series, produced in cooperation with the Office of Civil Defense Mobilization, which highlighted man's need to adjust in a nuclear age.

Non-commercial Spots ■ The stations gave more than 90,000 minutes valued at more than $6.5 million for upward of 110,000 announcements to more than 2,400 organizations. "The sheer magnitude of these figures," Rep. Celler said, "is worthy of note."

Community Service Programming ■ This category exceeded even free spots because entire programs were planned and executed by the stations, Rep. Celler said. But, he said, some were sponsored and sponsors must share credit where they supported programs. This programming accounted for more than 220,000 minutes of broadcasting time worth more than $10 million, he said. Individual stations, he said, carried such programs as notifications of school closings, explanations of functions within the city government, support of various civic and cultural organizations, functions of the FBI, information on income taxes, encouragement of musical talent in schools, safety and fire prevention and campaigns for gifts to children in hospitals.

REP. CELLER
Hits 'wholesale condemnation'

Public Affairs Programming ■ The nine stations provided more than 1,500 public affairs programs in addition to news, representing 42,000 minutes of air time valued at $1.3 million. Sample programs covered juvenile delinquency, music and musical events, debates on public issues, interviews of office holders and programs on Puerto Rican migration and anti-Semitism problems.

VHF SPACE

OCDM studying FCC plan for allocation

The Office of Civil Defense Mobilization says it will try to reach a "firm position" in six weeks on the FCC's proposals to obtain spectrum space from the military for additional vhf channels, FCC Chairman Frederick W. Ford has informed the Senate (CLOSED CIRCUIT, April 4).

Mr. Ford disclosed this in a progress report at the request of Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee on the status of the FCC's negotiations with OCDM and military agencies for more vhf space in the 50-1215 mc band.

The FCC chairman, assigned to the negotiating nearly a year ago, said two meetings have been held on the policy level with the FCC, OCDM and the military groups, the last on March 31.

At this meeting, the FCC received the "impression" that executive branch representatives felt national defense would be jeopardized by reallocations to assign 50 vhf channels for tv, Mr. Ford reported. He said the FCC at the first meeting was asked to furnish a specific 30-channel proposal—the minimum the agency considers necessary for the foreseeable future—and this was discussed at the second meeting, including the possibility of implementing it within about 10 years.

Meetings Continue ■ The FCC chairman indicated meetings on the policy level are continuing and presumably one of them would be held in about six weeks when the OCDM hopes to reach its "firm position" on FCC proposals.

The policy level meetings among the FCC, OCDM and military agencies followed completion last Dec. 15 of a fact finding study by FCC and OCDM technical staffers on long range improvement of frequency allocations in the 50-1215 mc band. The study was announced by the FCC April 30, 1959.

TRY THIS QUARTET

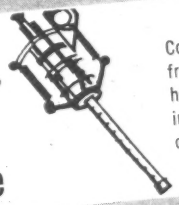
FOR PERFECT HARMONY!

THE BEST IN BROADCAST EQUIPMENT

ALL AVAILABLE AT **HARVEY**

Electro-Voice.

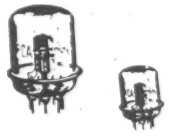
Model 642 Microphone



Combines the characteristics of cardioid and distributed front opening designs. Provides wider range response, higher level and greater directivity, with impressive reduction in wind noise and in physical dimensions. Permits working distances 2 or 3 times that of conventional microphones.

RCA

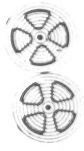
POWER TUBES



of every type: For high-quality aural and visual signals, and for maximum ON-AIR continuity, it pays to use RCA tube designs across the board. No finer tubes are made for monochrome and color TV, and for radio broadcast. Harvey has the RCA tubes you need for cameras—for transmitters—film systems—camera chains—audio equipment—power supplies.

AMPEX

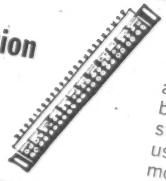
Tape systems, tape recorders and parts



Outside of Redwood City, California, Harvey has the widest inventory of Ampex equipment to be found anywhere. In addition to the large collection of Ampex multi-track recording and playback systems, Harvey stocks a complete inventory of Ampex **parts**, ready for immediate delivery on a moment's notice . . . anywhere in the world!

Audio Development Corporation

Broadcast-Type Jack Panels



Used by radio and TV broadcast facilities throughout the country . . . wherever top quality and top efficiency are demanded. Made of solid bakelite, reinforced with steel for maximum strength and rigidity. Jacks are spaced to permit use of standard double plugs. Fit standard 19" mounting racks.

Whatever your broadcasting requirements, you'll find Harvey your best source for everything you need . . . when you need it! If you're in the New York area, visit our professional showroom. If not, write, wire or call us for information.

HARVEY RADIO COMPANY, INC.

103 WEST 43rd STREET, NEW YORK 36, N. Y. • JUdson 2-6380

and a progress report was issued July 30, 1959.

The technical representatives considered (1) present allocations and uses of 50-1215 mc; (2) new requirements of government and non-government services, including several alternative proposals for tv made by the FCC; (3) radio propagation factors that would influence the choice of new or expanded services; (4) problems faced in shifting services from one part of the spectrum to another, including optimum frequencies and other technical factors, equipment investments and international requirements for standardized frequency allocations.

The FCC alternative plans for tv were for (1) a 50-channel vhf system including the present 12 vhf channels, (2) a 50-channel contiguous vhf system using chs. 7-13 but giving up 2-6, (3) a contiguous 25-channel vhf system using chs. 7-13, (4) a 70-channel all-uhf system and (5) the present 82-channel vhf-uhf system.

Mr. Ford noted last week that FCC Commissioner Robert E. Lee still favors an all-uhf system and feels continued negotiating for additional vhf for tv will only delay eventual adoption of all uhf.

MORE HARRIS HEARINGS SET

Payola, plugs, station grants among topics

Hearings will be held tomorrow (Tuesday) and Wednesday by the House Communications & Power Subcommittee covering payola, free plugs, quiz rigging, original grants made without hearing, quickie grants resulting from mergers or other agreements among applicants and shorter license periods or disciplinary license suspensions.

Only the FCC and Thomas K. Fisher, CBS-TV vice president and general attorney, had indicated acceptance by late Thursday of invitations to testify sent out by Chairman Oren Harris (D-Ark.).

The hearings, starting at 10 a.m. tomorrow, cover these bills:

HR 11341, Rep. Harris, to require a local hearing on original station applications, restrict payoffs and swap-offs among competing applicants to achieve uncontested grants, provide 10-day license suspensions, require announcements of payola or free plugs and prohibit rigging of on-air contests under criminal penalty.

HR 7017, Rep. Harris, to prohibit quickie grants without hearing and authorize FCC to grant petitions for rehearings on decisions.

HR 10241, Rep. John Bennett (R-Mich.), to prohibit deception in programming, with criminal penalty. HR 10242, Rep. Bennett, to provide one-year conditional license renewals or 30-day suspensions.

HR 11397, Rep. Emanuel Celler (D-N.Y.), to prohibit payola involving broadcasts of records or musical works. HR 11398, Rep. Celler, to provide one-year conditional licenses.

S 1898 (approved by the Senate Aug. 19, 1959), Sen. Warren G. Magnuson (D-Wash.)—similar to HR 7017 (foregoing).

Rep. Harris at first planned to hold hearings Monday through Thursday of this week on these bills and others to regulate the networks and to restrict station transfers, then dropped immediate plans for the network and transfer bills and cut today (Monday) from the schedule. Later last week he cut Thursday from the schedule and plans to use that day to question Federal Power Commission witnesses returning to testify on federal agency ethics bills.

Dick Clark testimony now set for April 26

ABC-TV personality Dick Clark goes on the House Legislative Oversight Subcommittee's witness stand April 26 and Chairman Oren Harris (D-Ark.) said he hopes the appearance of Mr. Clark and some 20-30 other witnesses will wind up the Oversight's payola inquiry.

Mr. Clark is the only scheduled witness to be identified so far, though the subcommittee has indicated those associated with him, including possibly representatives of ABC-TV and stations originating his shows on that network, will be on hand to testify.

Rep. Harris said his group will "explore in detail the actual workings of the affected industries," which, he said, are the popular music and broadcasting fields.

Money for L.A.

The barrier to FCC plans to continue its program hearings with sessions in Los Angeles was lifted Thursday when the Senate gave final congressional approval to a supplemental appropriations bill (HR 10743) which carries $25,000 additional travel money for the agency this year. The FCC needs that much to get officials who will conduct the hearing to the West Coast and back.

■ Government briefs

Granted and denied ■ The application of WBOF Virginia Beach, Va., to change facilities from 1600 kc, 1 kw D to 1550 kc, 5 kw D has been granted by the FCC. At the same time, the application of Cy Blumenthal for a new am on 1570 kc, 250 w D in Denbigh, Va., was denied. The proposed new station would cause an overlap with WCMS Norfolk, Va., a station owned by Mr. Blumenthal, the FCC noted in its initial decision of March 26, 1959. Commissioner T.A.M. Craven did not participate.

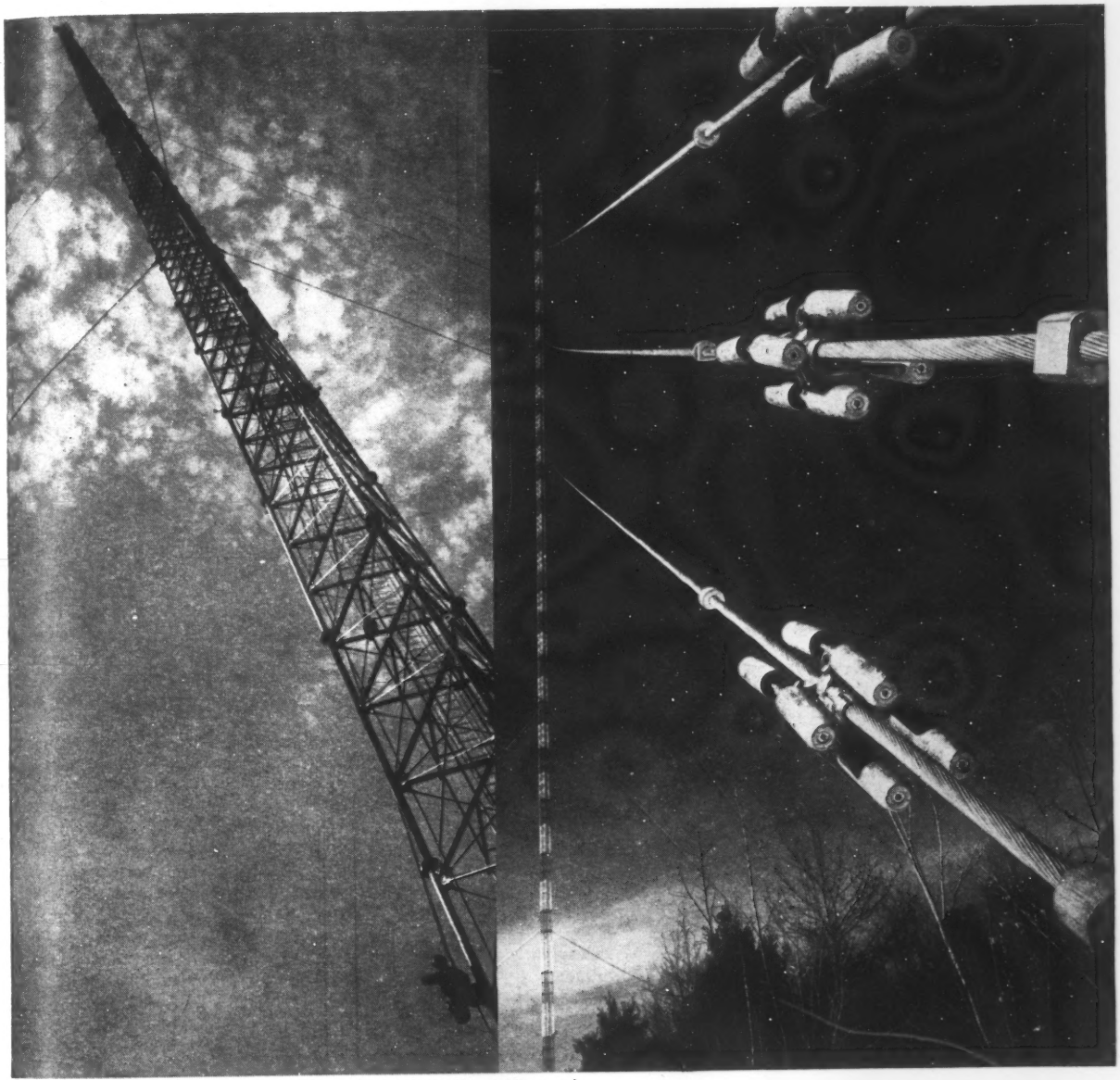
Wrist slapped ■ WATR-TV Waterbury, Conn., joined the long list of stations whose wrists have been slapped by the FCC for running a kinescope of the Kohler hearings without sponsorship identification (BROADCASTING, April 21, 1958, *et seq.*). A film of the famed strike hearing before the Senate labor-management committee was sent gratis to tv stations by the National Assn. of Manufacturers. Some two dozen stations used the kinescope without identifying NAM as sponsor. The FCC renewed the license of WATR-TV but sent the station a reminder of the requirement for full identification of the source of such material.

Paint those towers ■ The Senate has approved, by unanimous consent, a bill (S 2812) to require licensees or other owners of unused tv and radio towers to keep them painted and lighted, as required by FCC rules for those in broadcast use, until they are dismantled.

Petition denied ■ A petition for rulemaking filed by KFJZ-TV (ch. 11) Fort Worth, Tex., has been denied by the FCC. KFJZ-TV had proposed that the commission switch etv ch. 2 from Denton, Tex., to Fort Worth for commercial use. It also proposed that ch. 11 Fort Worth be moved to Denton for educational use. Commissioner Rosel H. Hyde dissented.

To close record ■ The record in the Greensboro-High Point, N.C., ch. 8 proceeding will be closed April 25. The FCC hearing, which began Dec. 14, 1959, involves Jefferson Standard Broadcasting Co. and TriCities Broadcasting Co., both of Greensboro, and High Point Tv Co. and Southern Broadcasters, both of High Point. Proposed findings will be filed July 1.

Asks for vhf ■ A Johnstown, Pa., department store asked the FCC to institute rulemaking proceedings to allocate an additional vhf channel in the Johnstown-Altoona area. The petitioner, Penn Traffic Co., asked the commission to add ch. 3 or 8.



WGAN-TV transmitting tower, Portland, Maine. Held aloft by Roebling bridge strand.

18 "Good Guys" From Roebling Hold World's Tallest Man-Made Structure Proudly Erect

This is just about as high as you can go without a launching pad. This KIMCO tower was designed, fabricated and built by Kline Iron & Steel Company, Columbia, South Carolina, for WGAN-TV, Portland, Maine. It reaches 1619 feet into space. Man has yet to go higher and still be anchored to Mother Earth.

Holding this "air-borne" giant up there are eighteen prestretched galvanized guys, made of Roebling bridge strand at their plant in Trenton, New Jersey. These guys measure some four and a half miles in length. Other breath-taking statistics are: 520,000 lbs. of steel in the tower and the longest vertical lift elevator ever constructed. As for nuts and bolts — there are 13,400 of them.

There's only one place to go when you have a guying problem and that's to Roebling's. Our experience and facilities for solving all types of suspension problems and in meeting the soaring needs of broadcasters everywhere are unlimited. Write Bridge Engineering, John A. Roebling's Sons Division, Trenton 2, N. J.

Strand Dia. (Inches)	Total Length (ft.)	Average Length Each Guy
3 @ 1-1/4	2025	675
3 @ 1-5/16	2370	790
9 @ 1-7/16	13065	3 @ — 970
		3 @ — 1505
		3 @ — 1880
3 @ 1-9/16	5040	1680

Designed, fabricated and erected by Kline Iron & Steel Co., Columbia, South Carolina.

ROEBLING

Branch Offices in Principal Cities
John A. Roebling's Sons Division
The Colorado Fuel and Iron Corporation

EQUIPMENT: AUTOMATION SPREADS

Cutting manpower and maintenance costs, on-air fluffs is goal

Extensive automation of radio-tv technical operations was the obvious highlight of this year's engineering exhibit during the NAB convention in Chicago.

Automation of tv switching operations — from full-station around-the-clock systems to smaller installations which take the "panic" out of station-break time—was among the most dramatic innovations displayed, along with the many new tape cartridge semi-automation systems for radio (see separate story page 99).

Plug-in modules, control simplification and increased ruggedness and reliability of equipment and components heightened the emphasis on overall engineering design to help management cut swelling maintenance and manpower costs on the technical side of the ledger and to eliminate costly human errors in on-air operations where lost revenue time can never be recovered.

Vtr, Fm and Color ■ Electronic editing developments in video tape signalled a new era for tape commercials and syndication (story page 67). Resurgence of fm transmitters and growth of fm receivers and multiplex equipment was evidenced also among exhibitors (story page 98). The color tv potential appeared brighter as additional firms displayed camera chains and other color instrumentation.

New 4½-inch image orthicon monochrome cameras appeared among several exhibits while built-in flexibility in lighting control systems also was evident. Transistors and other tiny solid state devices permitted significant new reductions in equipment size, weight and power requirements while at the same time increasing reliability, ruggedness and maintenance-free operation of various equipments.

Buying and selling was brisk in the Conrad Hilton exhibit hall as many exhibitors reported sales well ahead of previous years. Some observed station managers and owners were buying bullishly with an eye to devices which would mean long-run reductions in operating costs.

They had a richly furnished "store" to shop in: more than $15 million worth of equipment was on display.

RCA: One-Stop Shop ■ An automated tv system, a new "big-image" studio camera (TK-12), an advanced video tape recorder which can incorporate an electronic editing unit now in final stages of development, and a half-scale model of the tv weather satellite now circling the earth (AT DEADLINE, April 4) were the highlight features of RCA's record-size exhibit. Theme of the line was equipment design incorporating high reliability and permitting minimum of technical skill and man hours for operators.

Since tv operating costs have doubled in the past decade, RCA said its new automation control system can effectively help reduce overall costs while also eliminating costly mistakes which often occur during the "panic period" of station breaks and other situations involving complex switching. RCA's exhibit featured the complete operation system newly installed at WKRC-TV Cincinnati (BROADCASTING, Jan. 11).

A simpler type of automation system available to stations does all the switching functions encountered during a station break period, handling up to 15 audio and video sources and 10, 15 or 20 operations. Maximum time of presentation for any event is 15 minutes and 59 seconds and the minimum is one second. The operator pushes only one "start" button and automatically programs the full break period. During the ensuing program time he can "re-set" for the next break.

RCA's completely new monochrome tv camera, the TK-12 ($19,500), features a 4½-inch image orthicon tube compared with the standard 3-inch tube now in use. This enables higher picture resolution and better gray scale rendition, both essential in copying video tapes. High quality initial tapes and subsequent copy tapes up to the fourth generation are possible, RCA said.

The TK-12 uses nuvistor tubes in the video preamplifier and other camera modules to achieve considerable reduction in size and one half the power. High stability in circuitry makes the camera ready for work within one or two minutes after being turned on and precludes former day-to-day adjustments.

Set-up controls for the camera chain are mounted at the rear of the TK-12 and controls on the chain itself are minimal, permitting an operator to handle up to six chains simultaneously instead of the usual two. In network operation alone this could save an estimated $1 million in man-hours annually, according to one unofficial source.

RCA also featured a new lightweight general purpose ribbon-type microphone, the BK-11A, for high fidelity pickup of both speech and music in studios and interior remotes. It weighs only two pounds. Other items: new 5 kw am transmitter, two new fm trans-

'Psycho-physiological' color tv

From down Mexico way came a technical tickler for convention engineers. A black-and-white video tape, recorded in monochrome on a standard Ampex VR-1000 at XHGC-TV Mexico City using a monochrome camera chain, was played by an Ampex International customer on a monochrome VR-1000C at the Ampex exhibit booth. The tape displayed a spinning ball on which observers perceived distinct stripes of —color: purple, blue, red, green and to some observers, yellow. There is no color on the screen in the ordinary sense, but the viewer "sees" color as the spinning "flicker rate" keys his optical nerves correctly, where the "seeing" of color or anything else is done anyway, it was noted.

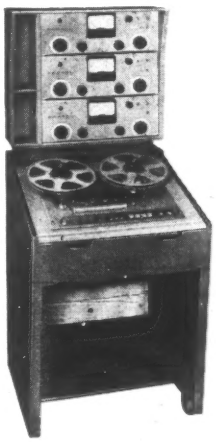
DR. GONZALEZ

The demonstration tape was made by Dr. Guillermo Gonzalez Camarena of Telesistema Mexicano, which also operates XHTV (TV) and XEW-TV, both Mexico City, and 15 other tv outlets in Mexico. It was intended to show how the color effect could be used to "attract attention" to commercials since the ordinary monochrome receiver now in the home would display the color effect to viewers. He plans to use it in Mexican tv commercials soon.

Telesistema Mexicano has 11 Ampex vtr's in operation. XHGC-TV has used vtr for two years. Dr. Gonzalez Camarena got an early start in tv. He began his engineering experiments in mid-1930's and obtained a U.S.-Mexican patent in 1940 for a field sequential color tv system.

another Presto precision recording tool to make your job easier.

new PRESTO recorder/reproducer converts instantly from ½" to ¼" tape!



The new Presto 850 is the only professional tape recorder that converts in seconds from ½" to ¼" tape, and vice versa—and it's from Presto, makers of more professional sound-recording equipment than any other manufacturer in the world. The new, flexible 850 ends the need to keep expensive equipment sitting around idle. Conversion from ½" to ¼" tape head assemblies requires only a screwdriver and a few seconds.

Based on the successful 800, the use-proved 850 provides such exclusive features as: an edit switch for one-hand runoff during editing and assembly of master tapes, eliminating messy tape overflow • a molded epoxy-resin drum brake system with double shoes to end brake-maintenance headaches • four-position plug-in head assemblies instantly interchangeable without realignment • three-track stereo master control (optional) for special recording effects • three Presto A908 amplifiers stacked on an easy-to-work-at console, in portable cases or for rack.

The 850 delivers a high production editing rate at significantly lower operating costs. Separate switches provide correct tension even when reel sizes are mixed. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Safe tape handling at top speed is assured. Interlocks prevent accidental use of RECORD circuit.

To get complete specifications on the new 850, which is available in console, portable and rack-mounting models, mail this coupon today.

BOGEN-PRESTO, Dept. B-4, Paramus, N. J.
A Division of The Siegler Corporation.

Name_____

Address_____

City_____ Zone____ State_____

PRESTO

Distinguished engineer ■ FCC Commissioner T.A.M. Craven (l) received the NAB's engineering achievement award at the association's convention in Chicago last Wednesday. The award was presented by A. Prose Walker (r), NAB manager of engineering.

In presenting the award Mr. Walker described Mr. Craven's long service in engineering beginning with an assignment as radio officer on a Navy battleship in 1911. In the early 30s, after retiring from the Navy, Mr. Craven did much to develop the principles of directional antennas "without which many of you broadcasters would not be in business today," Mr. Walker said.

The commissioner was also cited for his participation in many international radio conferences. Special mention was made of his leadership of the U.S. delegation to the International Telecommunications Union conference in Geneva last year during which the U.S. attained "every significant . . . objective" in the allocation of radio spectrums from 10 kc to 40,000 mc.

mitters (see story page 98) and transistorized tape recorder.

GE 'Supermarket' ■ General Electric Co.'s exhibit, aside from the prominence of its monochrome and color tv systems, featured GE's new Eastman 16mm continuous projector, Model 350 ($12,500, less vidicon channel), which is claimed to give 35mm picture quality and conceal film scratches and other imperfections. With continuous projection through the machine (no stop-go gate action is involved), high resolution is possible. The unique optical system eliminates film imperfections in the final picture. Machine also incorporates automatic film shrinkage compensation.

The continuous projector was developed by GE in collaboration with CBS and Eastman Kodak. CBS has ordered several.

GE showed its new PC-10-A color camera ($49,500) and PC-11-A monochrome camera ($17,000), both with extensive new design features. The color camera is said to be the first ever built using printed circuits and transistors to replace bulky wiring and tubes, resulting in weight saving of 75 lbs. New optical system reduces shading and eliminates such other problems as astigmatism. The monochrome camera is also said to be the first to use transistors in the video pre-amp to achieve greater stability.

High emphasis also was placed by GE on its supersensitive image orthicon tube, GL-7629, which permits studio color pickup with only 40 ft. candles of light, about one-tenth that normally required. Tube also serves in difficult remote situations for monochrome. Another new item introduced: BA-26-A portable audio amplifier, fully transistorized, with four mike inputs.

Ampex, Collins, Gates ■ New ½-inch image orthicon Marconi Mark IV tv camera chain distributed in the U.S. by Ampex Corp. was one highlight of the Ampex exhibit (for tv tape innovations, see separate story). Full line of audio tape units and components also was shown.

Collins Radio displayed its full line of transmitters, audio consoles, a new nine-channel audio console and an automatic level amplifier. In its microphone line, a new remote mike with completely self-contained power-pack and pre-amp (about 10-in. long, 1-in. diameter) was shown.

Gates Radio Co. unveiled its new 50 kw am broadcast transmitter which, though large (11 ft. wide, five ft. deep, 6½ ft. high, including internal blowers), is actually compact in size—about half that of a previous model. The model (BC-50C) includes a complete dry rectifier system for all dc voltages and is available with either internal or central external blowers.

'Three-Stage' Color ■ Telechrome Mfg. Corp. showed its new line of EMI Electronics Ltd. monochrome and color tv camera chains, including the new 4½-inch image orthicon monochrome Model 230 ($16,900) and three-vidicon color camera ($35,000). Telechrome also featured its new Model 490-A special effects generator ($4,990) for wipes and matting of color and monochrome. A total of 72 different effects can be produced and moved to any picture position or action by a "joy stick" control.

Telechrome displayed its package of three-stage instrumentation for tv stations wishing to enter color. Stations can acquire the package in three steps: basic equipment for producing NTSC encoded signals from color bars; supplementary equipment for creating pictures from color transparencies and feeding picture and sound to the transmitter, and full facilities for transmitting, receiving, monitoring and analyzing composite NTSC color pictures. Firm also displayed full line of video test equipment.

Visual Electronics Corp.'s unitized tv program automation system, one of the most complex and eye-catching devices at the exhibit hall, contains a preset system for handling the "panic" station break period and can be expanded to provide complete automatic operation of all master control switching and related functions. Visual offers preset manual and elapsed time automatic sequencing equipment, with prices ranging from $5,800 to $15,700 and from $10,150 to $29,950, respectively.

Called the "Spot Saver," the system will automatically run a station's video and audio switching and provide automatic "anticipated" projector and video tape machine starts. It can be set up to handle individual breaks or may be programmed by a simple punched tape

reader, costing less than $1,000, to run a station's complete day of operation. The system has features to allow for any last minute changes or corrections. Visual plans to make initial station installations this summer and is taking orders for 120-day delivery.

'Do-It-Yourself' Transmitter ■ Bauer Electronics Corp.'s 1 kw am transmitter "do-it-yourself" kit ($3,495) was described as "the only real and economical answer" for Class IV daytime stations seeking power increases. Their engineering departments can build the complete kit in approximately 100 hours, Bauer claims. Factory representative checks it out when assembled. Bauer also unveiled a newly-designed 5 kw am transmitter.

Cellomatic showed its new animation projector ($5,500) for tv newscasts, commercials, weather shows, sports and general programming. With the projector and up-dated materials supplied by Cellomatic, telecasters can produce their own optical effects on one-self-contained unit for live or tape animation.

Kahn Research Labs., departing from previous emphasis on fm, displayed all am stereophonic transmitter adapters, compatible single sideband adapters and symetra-peak network. The system permits compatible stereo broadcasts on a single am transmitter. Kahn showed how reception can be obtained on two standard am receivers.

Broadcast automation got another boost with Schafer Custom Engineering's new Model 1200 system ($12,000) comprising four Ampex recorders, two Seeburg library units and associated automation electronics. With the system, an announcer can prepare a full day of programming in a few hours.

Television Specialty Co. (Division of Federal Mfg. & Engineering Co.) unveiled its new dual screen slide projector for tv studio use ($3,750). It will be available for delivery late in April. The unit is claimed to achieve greater light output with 2100 lamps than most 3000 w types.

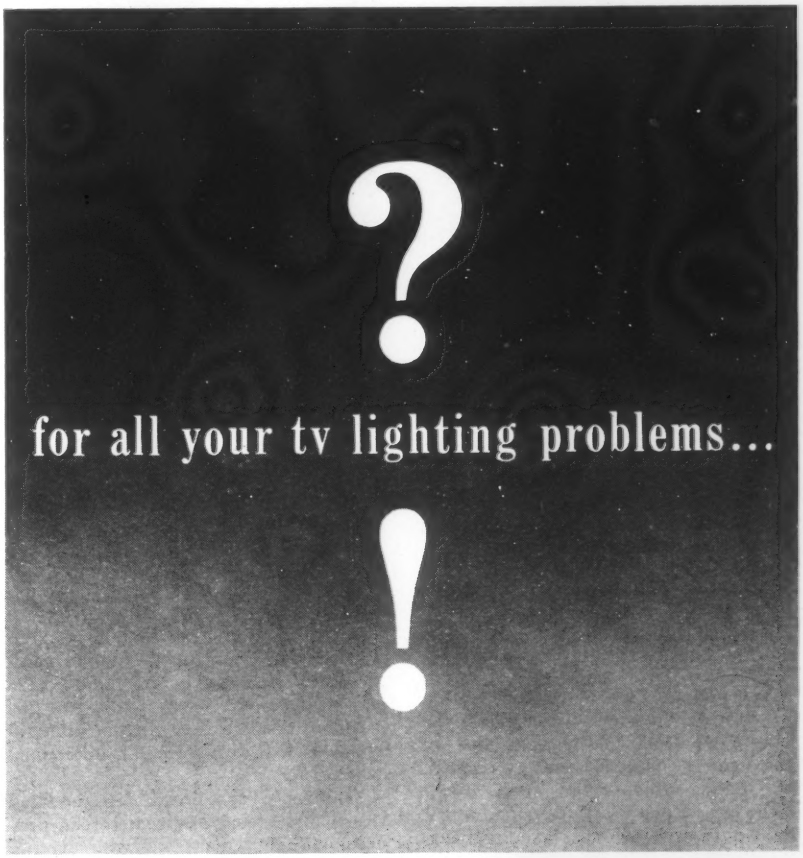
Hand-Held Sound-on-Film ■ Television Specialty also unveiled a new transistorized amplifier-mixer which reduces the weight of Auricon Cine-Voice 16mm camera sound conversions by one-half. The new unit permits a tv newsreel man to travel alone and still be fully equipped to get sound-on-film. Separate shoulder pack carries rechargeable power pack to drive camera motor and exposure lamp. New unit fits all Auricons without conversion modifications, previously required.

Fairchild Camera displayed its new hand-held, single system magnetic sound camera, Cinefonic 16. Also shown is the Mini-Rapid automatic 16mm processor, with dry-to-dry processing of 100 ft. of film in 20 minutes.

General Precision Lab. showed its new 600 line resolution film camera, its vidicon studio camera chain and other gear such as its wideband video and pulse distribution amplifiers.

Foto-Video's new transistorized portable sync generator ($1,500) attracted wide attention for its eight-to-one weight reduction and small size. It uses only 2 w power, compared to 700 w requirement of previous units. Tiny V-515 vidicon camera ($1,995 less lens), new 8-inch tv monitor ($325) and full line of amplifiers, power supplies and test gear was shown. Plug-in modules were big features.

In the lighting control field, Kliegl Bros. introduced a master preset control console ($50,000) developed in collaboration with ITT Labs. to handle up to 500 scene changes. Up to 300 lamps can be controlled by the transistorized preset console no larger than a small desk. Kliegl also displayed its expanded line of silicon controlled rectifier dimmers, first introduced as a 4 kw control and now available at 3, 6, 10

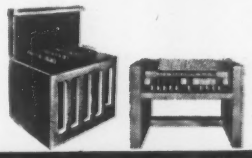


see **LUMITRON** *first!*

For well-rounded, well-founded consultation and design assistance in TV lighting see *LUMITRON*... the *first* name in theatrical lighting since 1892. *LUMITRON* is ready to serve your needs, economically, in everything from spots to complete, custom-tailored, all-electronic lighting control systems.

FOR INSTANCE — The dramatic new *LUMITRON* C•J•R/Auto-Punch System, now in ABC's huge New York studios TV-1 and TV-2, is today's most advanced, most reliable electronic lighting control system. *There is none finer.*

For the *complete* package... for plans assistance, components or fully integrated systems designed to meet your needs and budget... consult *LUMITRON* today. *Write for descriptive literature.*



LUMITRON Division of METROPOLITAN ELECTRIC MFG. CO. METROPOLITAN
2250 Steinway Street • Long Island City 5, N. Y. • AS-8-3200

Tape pitch ■ KTTV (TV) Los Angeles, an ardent and commercial video tape fan, put together the newest technical advantages of vtr and some of its own showmanship in a 20-minute tape spiel it played to NAB delegates at the convention. Cheered by the response it received, the station took it to New York over the weekend to set up stand on Madison Ave.

KTTV's point: to put vtr through all its newest tricks in one sitting and to answer the questions its salesmen hear most from agency men. KTTV hopes the demonstration will quiet lingering doubts about tape's abilities which have caused some agencies to hold off trying tape for their commercial campaigns.

The presentation "stars" John Vrba, KTTV sales vice president, and Ed Benham, chief engineer, in a conducted tour of the station's tape facilities, both in studios and in a mobile unit. The technically-minded can see how tape, recorded on the new Ampex VR-1000C with "Inter-Syne" and utilizing a special effects generator, can perform wipes, pop-ons, superimpositions and other effects with ease. The more art-minded can enjoy smart dance sequences and languorous shots of an eye-catching model.

KTTV believes the presentation should be a shot-in-the-arm to the whole vtr industry—as well as of direct benefit to its tape business. New York showings will be arranged through KTTV's representative, Blair-Tv.

and 12 kw ratings. A board of a dozen 6 kw (most studio tv lamps rate at 5 kw) with a three-scene preset control would range about $12,500; with six non-dim circuits and six dimmers, $8,700.

Lumitron showed its complete line of light controls, including auto-transformers, magnetic amplifiers and solid state power control rectifiers (one of the solid state systems have been installed at ABC-TV New York with IBM punchcard preset).

New Zoom Lens ■ Albion Optical Co. showed its new Varotal Mark III zoom lens ($9,000) plus its line of lenses for the new 4½-inch tv camera. Alto Fonic, which claims to have one of the largest and most diversified music libraries in existence, displayed its background music program services and equipment available on lease basis. Presto-Bogen showed a full line of multiple channel audio tape recorders, plus its new S-1 stereo disc cutting head, claimed absolutely stable from 30 to 20,000 cps.

Dage displayed its entire line of tv studio equipment, featuring its all-new transistorized camera and back-pack transmitter system. Electronic Applications introduced the Norton fm relay receiver for single or diversity relay, plus the portable and fully transistorized Nagra III tape recorder ($945), assembled in the U.S. from Swiss parts. Minneapolis Honeywell Regulator Co. showed its automatic logger-controller for transmitter operation. It logs continuously on a 12-inch. strip chart 15 different parameters which can be carried over 50 miles of low cost telephone pair to remote logging locations.

Harwald displayed its new Protect-O-Film processing unit ($995) which cleans and conditions 16mm film at speeds up to 1,000 ft./min. Its Model Q film inspection machine also was shown.

Sarkes Tarzian featured its new heterodyne relay system ($12,000 per repeater) for tv microwave. It is completely crystal controlled. Full tv camera line, video switching and other gear was shown.

Alford displayed its vhf and uhf antennas as well as its new 3⅛-in. coaxial switch.

TelePrompTer showed its updated Model 6000 front and rear screen projector ($2,995 complete with remote controls) which can discharge its rack of 65 slides (Polaroid included) at the rate of 86 per minute, creating animation effects. Continental Electronics showed its line of 1 kw to 50 kw am transmitters, with remote control. The 1 kw model is new. Altec Lansing featured its new 250 SU audio control console with plug-in modules, plus new condenser microphones and a new limiting amplifier.

Miratel Inc. exhibited its line of tv monitors, new two-way citizen's radio system (for station remote communication) and Conelrad alerting equipment. Telecontrol demonstrated its new concept in switching of video, sync, audio and tally circuits. Preset modules eliminate manual functions.

Other Developments ■ Among other developments shown at the convention were television translator systems by Adler Electronics Inc.; code beacons, obstruction lights and lightning rod assemblies by Hughey & Phillips; selection of tv optics by Burke & James Inc., photographic equipment firm; complete line of Scotch brand magnetic tape and associated products for broadcasting, by Minnesota Mining & Mfg. Co.; display of automated broadcasting equipment by Programmatic Broadcasting Service (division of Muzak), now being used by 169 am and fm stations in conjunction with the firm's monthly music tape packages; 1 w microwave relay system for monochrome and color by Raytheon Co.; wide range of Structural elements for towers available from Utility Towers; towers and passive reflectors offered by Tower Construction; standby power and generator units by Caterpillar Tractor Co., including automatic engine starting controls, switchers and battery chargers by Automatic Switch Co.

Fm gear wins interest at convention Fm Day

Electronic manufacturers are taking a new look at fm, activating production of transmitters and related equipment in view of renewed industry interest in the medium.

About a dozen companies displayed their fm wares at last week's NAB convention, ranging from multiplex and relay receivers to various power transmitters. Exhibitors reported considerable interest in fm gear, stimulated by observance of Fm Day, April 3 (see separate story).

The exhibitors: RCA, Collins Radio Co., Gates Radio, General Electronic Labs, Kahn Research Labs, Continental Mfg. Co., Browning Labs, Standard Electronics, Electronic Applications Inc., Industrial Transmitters & Antennas Inc., Tower Construction Co., Saxkes Tarzion and Calbest Electronics.

RCA introduced two new dual purpose fm transmitters, the 1-kw BTF-1D and the 10-kw BTF-10C, the latter representing a stepped-up version of the RCA 5 kw fm transmitter. Both new transmitters have been developed for conventional fm broadcasting and such multiplex operations as piped-in music systems. The higher power unit employs the BTE-10B fm exciter which is completely self-contained and includes its own power supply.

Other equipment newly available for fm:

Collins—15, 10, 7.5 and 5 kw and 250 w fm transmitters.

Gates—A "constant level program amplifier" for reducing background noise and smoothing out fm and tv audio broadcasts. Among its advan-

tages: elimination of fluctuation due to changes in program level, an expander for more complete automatic gain control, and utilization as a peak limiter in fm and tv applications.

Standard Electronics (Div. of Radio Engineering Labs)—10 and 5 kw amplifiers and 1 kw and 250 w transmitters for simplex, fm and/or fm stereo and other multiplex services.

Industrial Transmitters and Antennas (ITA)—15 and 10 kw and 10 w fm broadcast transmitters.

General Electronic Labs—1 kw and 15 kw fm transmitters—and fm multiplex system permitting integration of a main channel and one or two sub-channels into an allocated fm channel, for use with any existing-type fm broadcast transmitter and including an exciter sub-channel generator and other items.

Sarkes Tarzian Inc.—Only exhibitor to show an fm receiver, a small unit priced at $19.95, for which the company says it's received substantial orders.

Browning—Multiplex receivers said to have simplified circuitry and fewer tubes and monitors designed to guarantee signals during the current experimental period of multiplex stereo broadcasting.

Continental Mfg. Co.—McMartin custom receivers, with estimated sales of about 250 per month.

Tower Construction Co.—Fm microwave towers.

TAPE CARTRIDGES
Systems for stations sell well in Chicago

Business was brisk in tape cartridge systems for radio stations at the NAB convention last week semi-automation technique is expected to bloom eventually into the agency-advertiser field with spots supplied to stations already recorded in the tape cartridge rather than on today's familiar transcription.

At least that was the opinion expressed among some convention exhibitors who said they plan to take their story to station representatives and agencies just as soon as sufficient station circulation is achieved with the new devices. But right now one problem will have to be solved: the systems are not all compatible. Some are sufficiently compatible so that tapes can be interchanged among their systems, but others are not.

Agencies and advertisers are said to be interested in the tight, uniform, high quality-low fluff production enabled by tape cartridge systems and especially by the assurance that all of the spots they supply to stations will actually get on the air (with transcriptions bearing, say, five different cuttings or versions of a spot, the tendency is for the operator to play only the first one or two outside cuts, or the one "he particularly likes"). Stations like the error-free automation made possible in precise cueing of spots, station breaks, promos, sound effects, bridges or entire program segments up to three-quarters of an hour.

Collins Radio Co., which introduced Automatic Tape Control Inc.'s tape cartridge system for automatic programming of spots and other program elements at the 1959 convention, appeared this year with ATC's improved and modified system. It continues to use the standard Fidelipac tape cartridge supplied by Waters Conley Co. with the tape loop recorded double track, one track for program material and the other for the 1,000 cycle automatic cueing tone. But the playback unit features a completely modified tape deck (a standard Viking deck was used earlier) and other refinements.

Between the 1959 and 1960 conventions, Collins equipped 400 stations with its tape system, helping pave the way for the high interest in all of the tape cartridge systems shown this year.

Competition Expands ■ Four other firms exhibited tape cartridge systems this year. These included Broadcast Electronic Inc.,'s Spotmaster (Fidelipac cartridge, double-track, 1,000 cycle cue tone; compatible with Collins); Gates Radio Co., a subsidiary of Harris Intertype Corp., with its Cartritape (Fidelipac cartridge, double-track, 1,000 cycle cue tone; compatible with Collins and Spotmaster); Shafer Custom Engineering Division of Textron Inc., with its Model 2000 (Fidelipac cartridge, single-track, silver-painted cue spot; partially compatible with Collins, Gates and Spotmaster if cueing changes are made in each instance); and Mackenzie Electronic Inc.'s five-channel selective program repeater, No. 5CPB (custom cartridge, half-track—with second track "open" to allow future developments such as stereo or further automation control cueing, silver-painted cue spot; not compatible with any other system).

Broadcast Electronics has been marketing Spotmaster recorders ($295) and playback units ($595) for about a year and a half, and had equipped some 70 stations up to the time of the convention. It introduced a new Model 500 which is a combination recorder-playback unit ($695). Recording heads are easily accessible for cleaning, BEI emphasized, since all Fidelipac cartridge tapes are lubricated and deposit this graphite compound on the heads and rollers. BEI recently named Visual

A UNIQUE OFFER FROM WARNER BROS.

A COMPLETE LIBRARY OF 125 LP'S, YOURS FOR ONLY $100. Albums Specially Selected from the Wide Range of Programming Material on Warner Bros. Records.

Any recognized AM or FM radio station in the 50 United States may now receive a complete programming library of 125 monaural or stereo LPs from Warner Bros. Records' widely acclaimed hi-fi catalog. These LPs will be sent to you postpaid for only $100. This service allows any radio station to build or augment its complete programming library from albums recorded by the *only* record company whose entire catalog has been recorded in today's unequalled sound techniques.

"The sound is so outstandingly brilliant that these records positively shine with aural brilliance"—High Fidelity.

WHAT YOU WILL RECEIVE: 125 LPs from a catalog containing this range of albums: Instrumentals; Pop Classics; Jazz; Vocals; Dance; Show Music; Soundtracks; Band; Piano; Humor; Organ; Continental Pops; Religious; Hawaiian; Choral . . .

BY SUCH ARTISTS AS: George Greeley, Bing Crosby, The Everly Bros., Muir Mathieson, Matty Mattlock, Heindorf, Edd Byrnes, John Scott Trotter, Warren Barker, Ira Ironstrings, Chico Hamilton, Pete Kelly's Big 7, The Mary Kaye Trio, Henry Mancini, Buddy Cole . . .

Warner Bros. Records
158 West Verdugo Rd.
Burbank, California

Please send postpaid 125 Warner Bros. Albums specially selected for "Perfection in Programming." Enclosed is check for $100. (Check must accompany order.)

NAME: _____ CALL LETTERS: _____

STREET ADDRESS: _____

CITY: _____ ZONE: _____ STATE: _____

(This offer expires June 30, 1960)

CHECK ONE: STEREO _____ MONAURAL _____

Electronics Corp. as its national distributor.

Gates Cartritape ($520) is a slot-insert type which can be stacked and/or interconnected so that completely automatic programming sements are possible. A simple instantaneous switch converts from manual to automatic operation. A recording amplifier unit is available ($345) which plugs into any Cartritape. Relay operation permits recording or playback without reconnection each time.

Sister device which Gates is offering for sound automation is the ST-101 spot tape recorder ($995), using a 13-inch-wide tape on which 101 parallel channels can accommodate 101 spots up to 90 seconds in length (or multiple spots on each channel). A sliding scale selector permits the operator to pick out the spot to be played back when the play button is pressed.

'Dialing' Spots ■ Schafer said the silver-paint spot cue system on its cartridge recorder Model 2000 ($475) is more error-free than electronic tone cueing since the silver spot method prevents over-extended recording on the tape loop which would wipe out the first part of the spot. (The cue methods on all systems permit tape loops to be automatically lined up for later replay.) Schafer also introduced its Spotter S-200 ($4995 with memory drum for pre-set sequential automation) whereby up to 200 full minute spots can be "banked" on a standard Ampex recorder and dialed out via a telephone-type dial system when setting up for airing.

Mackenzie's 5-CPB ($1,250) with five channels as the basic unit compares to modular coupling of five of any other system's single-channel units and permits a wide range of semi-automated sequential programming situations. Since the tapes in its special cartridges are not lubricated, there is no head-cleaning problem, Mackenzie said. Tape plays run from two seconds to five minutes. Mackenzie does not supply a recorder, since most stations can use their other recorders anyway. But tape cartridges must be assembled and loaded. The firm plans to introduce a single-channel record-playback unit soon ($485) and supply encapsuled tapes ready to record.

ELECTRONIC VTR EDITING

New tape techniques hailed at NAB

Electronic video tape "editing" developments by Ampex and RCA plus refined electronic and mechanical aids to physical splicing of video tape by Conrac Inc., Telescript-CSP Inc. and Ampex which were demonstrated or reported during the NAB convention were hailed last week as pushing tv tape well over the threshold of a bright new era for program syndication and commercial production.

The electronic editing function—permitting the tv tape producer to blend special effects such as superimpositions, wipes, dissolves and split-screen during a continuous recording session and without mechanical splicing—has been one major obstacle to the full bloom of tape syndication and commercial production. An example of the new potential was shown in a demonstration tape produced by KTTV (TV) Los Angeles (see page 98).

The Ampex and RCA electronic editing developments, which involve precise control (one-tenth of a millionth of a second) of the recording head wheel (it spins 14,400 rpm) and related circuitry, permits full sync control during recording or playback. This means that the tape machine becomes a complementary unit within a tv system the same as a camera chain or film scanner, keyed to the main station sync (or network), and fully flexible as a system component in what can be done with it. Heretofore, because effective sync lock was not practical, the tape machine has stood alone. When in use, all other elements became a slave to it.

Although the editing function is the significant programming factor achieved in the development, the overall operational flexibility achieved is considered of substantial importance also, exhibit officials pointed out. "In other words, the development means the tail no longer wags the dog," they explained.

Ampex calls its development "Inter-Sync" and has incorporated this feature in its new VR-1000C shown at the convention. It also is available as an extra in the new compact VR-1001 recorder which Ampex unveiled in Chicago. RCA's development, while not yet incorporated in its tv tape line, is in final stages in Camden and already on order for firm delivery within a couple of months to one major customer. RCA simply refers to it as its "electronic editing unit."

New Picture Stability ■ Among other refinements in RCA's video tape recorder for monochrome and color is a compressed-air "bearing" for the recording-head wheel. The precise tolerances are maintained now for longer periods (with resulting stability in picture quality) since the head wheel spins its 14,400 rpm on a cushion of air instead of metal bearings, which were subject to uneven wear, RCA said.

An electronic quadrature head-wheel adjustment system permits easy correction of phase discrepancies in playing back a tape made on another machine or for making adjustments of the recording heads while recording. RCA's basic vtr cost is $49,500 monochrome, $63,000 color.

The new Ampex VR-1000C incorporates intersync and is priced the same as the previous model without it, $52,950 monochrome, $59,950 color (earlier, color add-on was an extra $19,500 on the black-and-white cost).

Ampex reported NBC-TV has ordered six more color converters for use at Burbank. The network already has 12 complete Ampex color machines operating in New York plus two conversions, Ampex said. The vtr firm said that although it had a cross-licensing agreement with RCA on vtr color, Ampex developed its own color circuitry without using any of the basic RCA patents.

Ampex's new compact machine, the VR-1001A, cuts weight by one-third to one-half of the big model and uses but 11 sq. ft. of floor space (19 sq. ft. for the larger model). It still employs vacuum tube circuits. The VR-1001A starts at $42,950; with Inter-Sync, $48,400.

New Tape Editors ■ In the field of mechanical splicing and tape editing, there were three developments disclosed at the convention, one each by Telescript-CSP, Conrac and Ampex. Telescript introduced an electronic attachment for the standard Ampex mechanical splicer. This tape editor attachment ($1,200) eliminates microscopes, chemical preparations and the time-consuming search for the edit pulse on the tape. An exclusive vibrating head "finds" the edit pulse on the tape and displays it on an oscilloscope.

Ampex did not announce it, but it was learned that the vtr firm has developed a modified mechanical splicer which uses a light circuit to flash when the edit pulse is properly positioned.

Conrac's contribution involves a full equipment rack of gear plus full-screen monitor, which is a special memory-storage tube. Called the Video-Chek Multi-Frame Storage Unit ($6,000) the Conrac rig spots and freezes on the tube four full frames from a sequence of the video tape. The editor can pick his frame to be edited from the successive sequences possible, narrowing down to the exact frame to cut.

Conrac's unit further serves as a storage system for "still" highlights of sporting events or other programming, the pictures being retained on the memory tube for as long as eight hours if necessary. Ampex worked out a modification of its tape machine to permit the editor to mark the tape.

NAB HEARS TECHNICAL PAPERS

Engineering innovations are highlighted

Radio-tv automation as a "new way of life," plans for radio stereophonic field tests and the art of switching from live to tape and back in television provided some of the highlights of last week's 14th annual broadcast engineering conference in Chicago.

NAB delegates also heard technical papers on tv picture quality, recent FCC rule changes, constant level program amplifiers, video tape interchangeability requirements and improvements in tv cameras. A separate engineering conference was held April 4-6 under chairmanship of A. Prose Walker, NAB engineering manager.

Automatic radio programming is being utilized by an increasing number of radio stations, Paul C. Schafer, head of Schafer Custom Engineering Div., Textron Inc., told NAB delegates. Programming includes music, commercials, public service announcements and even weather, he noted, claiming a handful of employes, working daytime only, can assemble enough for complete 24-hour automatic operations. Even disc jockeys have been "automated," he pointed out.

Developments in tv program assembly have made automation practical and basic automation equipment has been installed at several tv stations, according to Floyd R. McNicol, manager of RCA's broadcast systems group.

Field Testing ■ Plans for a field test of stereo equipment by the National Radio Stereophonic Committee were revealed by C.G. Lloyd, its former chairman. He reported that the tests, looking toward FCC authorization of a stereo broadcast system, would probably be conducted from KDKA-FM Pittsburgh and perhaps elsewhere.

Delegates also were told that switching from live to taped tv and back has become flawless because of a new accessory, the "Inter-Sync" tv signal synchronizer, described by Joseph Roizon, application engineering manager of Ampex Corp., as "a new breakthrough in the video recording art." He spoke along with M. C. Worster, eastern division manager of ABC's tv engineering operations.

K.B. Benson, manager of CBS-TV's audio video systems, claimed that video tape can be interchanged freely with high performance, provided there is proper maintenance and controls.

With respect to tv picture quality, delegates were reminded that careful control is needed in switching between color and monochrome in the interest of equal brightness and contrast. G. Edward Hamilton, ABC's director of engineering operations, reported that best results can be obtained by using IRE rolloff standards, with a reduction in tolerance to one-half the limits recommended.

Picture Upgrading ■ James E. Barr, assistant chief of FCC's broadcast bureau, told engineering representatives that recently changed tv broadcasting rules are designed to give viewers a better tv picture.

Also in connection with viewing, CBS reported it has eliminated complaints of "unpleasantly loud" spots in tv broadcasts since it installed new equipment and practices to smooth them out. The revision was described by Robert B. Monroe, manager of its audio video systems, as "another forward step" in telecasting. The action was taken in 1957 after viewers complained about toned up commercials and program segments. CBS-TV installed an automatic gain control amplifier in the studio audio channel and set up an observation or monitoring post in its engineering lab.

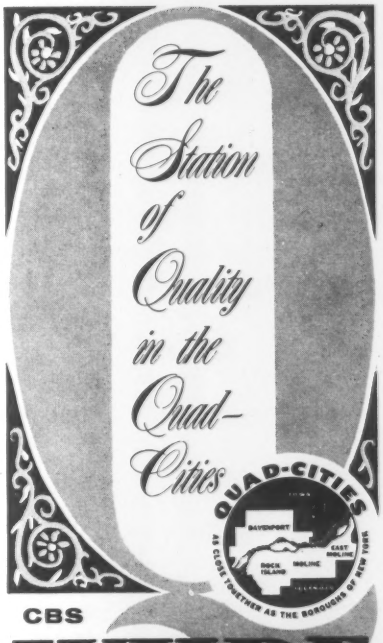
Leveling Amplifier ■ An amplifier to reduce background noise and smooth out tv audio and fm radio broadcasts was displayed and described by Gates Radio Co. during the engineering sessions. The Constant Level Program Amplifier was described by John K. Birch and Charles W. King, Gates projects engineers, as a boon to broadcasting. The biggest fault of present peak-limiting amplifiers is that the noise level is raised in proportion to the reduction of in volume of the broadcast signal, they claimed.

The amplifier eliminates fluctuation of background noise due to changes in program level and offers an expander for more completely automatic gain control, while qualifying it for use as a peak limiter in tv-fm applications.

Other papers touched on techniques for reducing heights of tv towers without impairment of operating efficiency and on a tunnel diode for performing many broadcasting jobs "faster, better and cheaper." The tiny diode meets low power requirements and gives reliable performance in extreme temperature ranges.

Reducing tv tower heights was discussed by Dr. Frank G. Kear and John H. Mullaney, consulting engineers.

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)



CBS
WHBF
RADIO and TELEVISION

DECEMBER PULSE* SHOWS
KIMN

WITH THE HIGHEST DENVER PULSE RATING IN RECENT YEARS!

6 AM TO 12 MIDNIGHT
7 DAY AVERAGE 19%

Further proof that KIMN delivers more audience, more often, than any other Denver radio station. Sell our great, rich market with Denver's number one station!

*DECEMBER, 1959

KIMN KEY STATION Intermountain Network
5,000 WATTS AT 950
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

$3.5 MILLION SUIT SETTLEMENT

Hollywood musicians agree to accept AFM terms, end litigation

The Hollywood musicians who three years ago went to court in protest over the trust fund policies of their parent union, the American Federation of Musicians, have agreed to drop their litigation and accept a lump payment of $3.5 million offered by AFM.

Action was taken April 3 at a mass meeting in Hollywood, after their attorneys, Harold A. Fendler and Daniel A. Weber, had explained the AFM offer and urged its acceptance. In exchange, the rebel musicians agreed to drop the four lawsuits they have in California courts against the AFM.

As a result of the settlement, which must be approved by the courts before it becomes final, approximately $2.25 million will be distributed to some 6,000 phonograph recording musicians and another $1 million among 3,000 musicians previously employed in making motion pictures which have been released for use on television. Musicians who have made transcriptions for radio use will also share in the distribution.

The settlement represents about 15 cents on the dollar of the sums the Hollywood musicians are suing for. The four suits encompass both the recording and the film field, asking approximately $15 million for recording musicians, approximately $8 million for musicians working on motion pictures for theatres or tv.

Alleged Illegality ■ Basis of the suits is the premise that the AFM acted illegally in negotiating wage increases for musicians employed in recording and films plus royalty payments for the sale of records to the public and of films to tv. Revenue was planned for a trust fund for the benefit of all AFM members rather than distributed among the individual musicians engaged in making the particular recordings and films.

The suits were launched late in 1956 (BROADCASTING, Nov. 26, 1956) and proceeded slowly through the courts, with rulings inevitably appealed. Early last year the plaintiffs received a setback when Los Angeles Superior Court Judge Clarence L. Kincaid ruled that members of an unincorporated association like the AFM could not legally sue that association (BROADCASTING, March 16, 1959). A few weeks later, however, they won an important victory when Judge Kincaid awarded them wage increases negotiated by the AFM from recording companies on the grounds that these increases had been illegally diverted from the individual musicians into the trust funds.

Following that ruling, negotiations for an out-of-court settlement began, eventuating in the offer accepted by the Hollywood plaintiffs. Its terms were worked out by Samuel R. Rosenbaum, trustee of the funds; Frank Adams, counsel for Mr. Rosenbaum; Henry Kaiser and Michael G. Luddy, attorney for AFM, and Messrs. Fendler and Weber.

Upgrading film quality endorsed

A project designed to upgrade the quality of syndicated film product was adopted unanimously by some 150 television station executives at a closed meeting of the Tv Stations Inc. membership last Monday (April 4) during the NAB convention.

Tv Stations Inc., a film negotiating and consulting organization, is composed of 106 television licensees having stations in 118 markets. The weight it carries in the syndicated and feature film field is indicated in reports that its members last year bought approximately $8 million worth of films and this year are buying at an annual rate of $12 million.

Details of its quality-improvement plan were not made public. But the project reportedly involves (1) insistence on network-quality product and (2) a sort of advisory service for syndicators and producers, in which Tv Stations Inc. would canvass its members and report on what types of program are most wanted. The organization counts on the economies it offers to syndicators in drastically reduced distribution costs, plus the current slack in syndication business, to help win cooperation of the film interests in its product-improvement program.

The plan was presented to Tv Stations Inc. members by W.D. (Dub) Rogers of KDUB-TV Lubbock, Tex., chairman of the organization, and Herb Jacobs, its president and operating head.

BEST KNOWN for their distinctive beliefs . . .

Seventh-day Adventists

concur with other conservative Protestant denominations in 31 great Christian doctrines. In but few points of faith do they differ.

ADVENTISTS are not radical innovators— they re-emphasize time-honored beliefs

Free: Background reference volume on the Seventh-day Adventist Church, 128 pp., thumb-indexed, leatherette-bound.

Write: Adventist Public Relations Office Washington 12, D. C. RAndolph 3-0800

New NTA 'Play' unit to be headed by Miner

National Telefilm Assoc., New York, announced last week that the Play of the Week Production Co. has been formed as a new division of NTA to develop and produce tv series on tape for national, regional or syndicated sale. Worthington (Tony) Miner, well-known tv producer, has been named executive producer of the new company, which will be responsible for the two-hour dramatic series, *The Play of the Week*, as well as new presentations.

MR. MINER

David Susskind, who has been serving as executive producer of *The Play* since its inception last October, will continue to produce individual plays for the series but will devote additional time to other projects. Mr. Miner will supervise the operating staff of the dramatic series, which includes producers Henry T. Weinstein, Lewis Freedman and Jack Kuney.

Mr. Miner was a Broadway producer between 1929-1939 when he joined CBS as manager of program development. At CBS-TV he produced such tv series as *Studio One*, *The Toast of the Town*, *Mr. I. Magination*, and *The Goldbergs*, and later at NBC-TV, he was executive producer of *Medic* and *Frontier*.

Program notes

Sound awards ■ The Motion Picture Sound Editors, at their seventh annual awards luncheon in Hollywood last month, honored the sound editors of "Ben Hur" (MGM) and *The Untouchables* (Desilu tv series). Those honored for their work on the biblical film were: Milo B. Lory, Van James, Kendrick Kinney, John Logan, Harold Humbrock, Kurt Herrnfeld, Scott Perry, Lovell Norman and John Lipow. *The Untouchables*, awards went to Joseph G. Sorokin, Josef Von Stroheim, Frank R. White, Joe Kavigan and Terry Morse.

Lone Star formed ■ Lone Star Tv Productions Inc., Dallas-based tv production and distributing company, has been formed with Robert Montgomery as president. Available are half-hour shows, feature-length films and the new 15-minute series. *Songs of Inspiration*, featuring the Imperial Quartet and Marion Snyder. Address: Lone Star TV Productions Inc., 3020 Fairmont, Dallas, Texas.

More 'Stooges' shorts ■ Screen Gems Inc., N.Y., released 72 additional comedy shorts of the "Three Stooges" during the NAB Convention last week. Initial group of 78 "Stooges" shorts went on the air in October 1958, followed by release of 40 additional shorts in the spring of 1959. "Stooges" shorts are now playing on 165 stations, according to SG officials.

Feeds network ■ KCPX-TV Salt Lake City will produce the *Sunday Showcase* on April 17 for the NBC-TV network. The station will vtr an Easter show featuring the Salt Lake City Tabernacle Choir and the Utah Symphony Orchestra under Maurice Abravenel.

New western ■ Walter Brennan, tv and motion picture star, has announced he will produce a new western tv series based on the stories of Walt Coburn, cowboy-author. The stories will relate the adventures of two central characters, played in the pilot film by Lief Erickson and Chris Robinson. The series will be called *Barbed Wire*.

Summer suspense ■ NBC-TV has cleared the way for a new one-hour suspense series to be colorcast on Friday nights starting July 1. *Moment of Fear*, produced by Robert Stevens, will move into the time-spot currently occupied by *Gillette Cavalcade of Sports* and *Phillies Jackpot Bowling* (10-11 p.m. EDT).

Makes contact ■ ABC-TV has slotted *Steve Canyon* for the Thursday 7:30-8 p.m. period. Based on Milton Caniff comic strip, adventure series was previously on NBC-TV. It is produced by Pegasus Productions. ABC-TV had announced earlier that *Polka-Go-Round* would occupy the time period.

Blacklist ■ National Assn. for Better Radio and Television is circulating a list of 96 programs which it considers unacceptable for children's viewing, with a letter urging recipients to write to sponsors, networks and stations about them. "Because of the influence of sponsors over program content, we are giving the names of sponsors of network programs," NAFBRAT writes. "We believe it is most important that the listener-viewer crash the 'iron rating curtain' to reach the sponsor. Letters should also be sent to the managers of stations as the licensee has the *legal* responsibility for what goes out over the air." NAFBRAT suggests that the letters "be specific," naming the program, station and time and stating what parts were particularly liked or disliked; further suggests that letters be addressed "to the head man. He is responsible."

*The old order changeth yielding place to new**

* *Alfred Tennyson "The Coming of Arthur Lord"*

From December '55 to January '59 KROC-TV gained 44% in audience, top competition lost 55%.

RETAIL SALES PER FAMILY: $6,137 (1ST IN U.S.)

KROC-TV NBC

CHANNEL 10 ROCHESTER MINNESOTA

Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

HARRY S. HYETT COMPANY, MINNEAPOLIS ELISABETH BECKJORDAN, NETWORK REPRESENTATIVE

Tv-film producers get directors' demands

A 16⅔% salary increase, residuals based on actual salaries, payment for foreign use, a pension fund and improved credits are among the demands the Directors Guild of America has presented to tv film producers. Present contract with producers expires April 30 but negotiations have not yet been scheduled.

The salary increase demand is from $600 to $700 a week for freelance directors. Residual percentage payments are to be the same as at present except that the base asked for is the salary actually paid the director, not the minimum scale now used for calculating rerun payments. At the present time, the director receives 35% of scale for the second run of the film; 30% for the third run, etc., through six reruns.

DGA proposes that foreign runs shall count as additional runs. This demand seems somewhat ambiguous when considered with a demand that if the total of six reruns is achieved in the U.S. and Canada only, an additional 25% shall be paid to cover all subsequent foreign showings.

The new pension plan proposal is for the producer to contribute an amount equal to 5% of the director's salary while the director himself contributes 2½%.

Credits Demanded ■ What was said to be a major point in the DGA demands concerns credits. It is asked that the director's credit card be the last titled card to be shown before the first scene of the film. Currently, the producer has a choice for giving the director credits.

First and second assistant directors are also included in the DGA proposals. The guild is asking that residuals be given to the assistants if they are paid to anyone beside actors, writers, directors, producers and musicians. In addition, it is demanded that a producer who sells distribution rights be held responsible for residual payments to DGA if the distributor fails to make them despite contractual agreement to do so.

OCCASION

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 11-14, 19, 20 (6:30-7 a.m.) **Continental Classroom.**

April 11-15, 18-20 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

April 11-15, 18-20 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

April 11, 18 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

April 12, 19 (8:30-9:30) **Ford Startime,** Ford through J. Walter Thompson.

April 12, 19 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

April 13, 20 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

April 13, 20 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 14 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 15 (8:30-9:30 p.m.) **Jerry Lewis Timex Show,** Timex through Doner & Peck.

April 15 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Gray Advertising.

April 16 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

April 16 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

April 16 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

April 16 (8:30-9:30 p.m.) **Pontiac Star Parade,** Pontiac through MacManus, John & Adams.

April 16 (9:30-10:30 p.m.) **World Wide '60,** sustaining.

April 17 (11 a.m.-12 noon) **Easter Mass from St. Peter in Chains Cathedral, Cincinnati, Ohio,** sustaining.

April 17 (8-9 p.m.) **Easter Sunday Showcase,** sustaining.

April 17 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

■ Film Sales

The National Football League Presents (Peter De Met Productions

Sold to KTVI (TV) St. Louis (to be sponsored by Falstaff Brewing Co.); WCAU-TV Philadelphia; WVEC-TV Norfolk, Va.; KOTV (TV) Tulsa; WTOL-TV Toledo, Ohio, and WHYN (TV) Springfield, Mass.

Now in **105** markets.

Almanac (Official Films)

Sold to WRGP-TV Chattanooga, Tenn.; KLRJ-TV Las Vegas, Nev.; KOOL-TV Phoenix, Ariz.; KTVO (TV) Ottumwa, Iowa, and WLOF-TV Orlando, Fla.

Now in **48** markets.

Four Just Men (Independent Tv Corp.)

Sold to Czechoslovakia, marking second ITC sale behind Iron Curtain. **Lassie** was recently sold to Yugoslavia.

Now in **155** U.S. markets, full CBC network and **16** other countries.

Home Run Derby (ZIV-United Artists Tv)

Sold to Salina Chevrolet and Haberle Congress Brewing Co. for WSYR-TV Syracuse, N.Y.; Municipal Auto Sales and Coca-Cola Bottling Co. for WCKT(TV) Miami; K&L distributors of Seattle (Budweiser beer) for five Alaskan outlets; WPSD-TV Paducah, Ky.; KRNT-TV Des Moines, Iowa; KLYD-TV Bakersfield, Calif.; KJEO-TV Fresno, Calif., WDAF-TV Kansas City; WEAR-TV Pensacola, Fla.; KVIP-TV Redding, Calif., and KPRC-TV Houston.

Now in **112** markets.

Tales of the Vikings (Ziv-United Artists Tv)

Sold to WBIR-TV Knoxville, Tenn.; KXLF-TV Butte, Mont.; WJRT (TV) Flint, Mich.; WCYB-TV Bristol, Tenn.-Bristol, Va.; WKYT (TV) Lexington, Ky.; WISN-TV Milwaukee; WCOV-TV Montgomery, Ala.; WSJV (TV) South Bend, Ind., and KSPG (TV) Tulsa, Okla.

Now in **124** markets.

Dennis the Menace (Screen Gems)

Sold to two British program contractors: Granada tv for Lancashire and Yorkshire and Associated-Rediffusion in London. Series title in England is "Dennis (The Pickle)."

Johnny Midnight (MCA-TV)

Sold to Joseph Schmidt Brewers in two South Dakota markets, Gateway-Key-Little Giant Markets in Kentucky, Parks Men's Wear in Oklahoma, Coca-Cola distributor in Alabama, and Pfeiffer Brewing in three markets in Michigan, Indiana and Ohio.

Now in approximately **122** markets.

TV NEWS from M&A ALEXANDER!
VERY IMPORTANT PICTURES PERSONALITIES PRODUCT
The greatest star-name package ever offered to television!
Call, Write or wire . . .
M & A ALEXANDER PRODUCTIONS, INC.
Hollywood:
6040 Sunset Boulevard, HOllywood 4-3414
New York City:
Larry Stern, 141 East 55th Street, PLaza 5-5766

THE WHIP CRACKS IN CANADA

CKLW-TV renewal shortened; others studied

Canadian broadcasters are going to have to toe the line.

The Board of Broadcast Governors, independent regulatory body for which broadcasters fought almost two decades to obtain, has issued a warning that it means business. CKLW-TV Windsor, Ont., has been recommended by the BBG for only a one-year renewal of its license, following a public hearing at Toronto on March 14. The BBG announcement of its recommendations to the Minister of Transport was made at Ottawa on March 31.

The BBG stated that it "expects CKLW-TV, within the ensuing year, to demonstrate its intention and ability to meet the requirement of 45% Canadian content as of April 1, 1961, as required by section 6(3) of the Radio (tv) Broadcasting regulations."

At the BBG hearing in Toronto, Cam Ritchie, station manager, was told of the many letters received by the BBG from listeners that the station was not programming Canadian content. Following the complaints, he said, the BBG itself monitored the station for a week (BROADCASTING, March 21). The station was programming for its Detroit audience rather than its Canadian audience, BBG members intimated.

CKLW-TV was the only one of 14 tv stations, 30 am and two fm stations whose licenses expired March 31, to have its license renewed for only one year. The others had their licenses renewed for two, three, four or five years, to make it easier for the BBG to review operations for renewal.

No Live Shows ■ CKWS-TV Kingston, Ont., was called on the carpet by BBG at its Toronto hearing because of complaints from viewers of lack of live local programming. BBG also monitored this station. Its license was recommended for renewal for two years and the BBG "expects the station during the ensuing two years to show evidence of increased local programming of a satisfactory quality."

A new tv station was recommended by the BBG following the Toronto hearing for CBC at Sturgeon Falls, Ont., on ch. 7. The station will carry French-language CBC network programs. A satellite station at Sudbury, Ont., on ch. 13 was also recommended for CBC to carry the French-language programs from Sturgeon Falls to the Sudbury area.

Two other satellite stations were recommended for the CBC in western Canada. Both would act as satellites to CBUT (TV) Vancouver, B.C. One is for Courtenay, B.C., on ch. 7, and the other is at Nelson, B.C., on ch. 9.

CFCL-TV Timmins, Ont., was recommended for a power boost from 18.5 kw video and 9.25 kw audio power, to 100 kw video and 50 kw audio, on ch. 6.

A power boost asked for by CHCH-TV Hamilton, Ont., and opposed by Toronto and Kingston, Ont., stations, has been deferred. CHCH-TV had asked for an increase to maximum power on ch. 11 of 325 kw video and 182 kw audio. BBG stated its deferment would be "until after the problems affecting the technical conditions of the application have been satisfactorily resolved."

CKTB St. Catharines, Ont., was given a daytime power increase from 5 kw to 10 kw with night-time power to remain at 5 kw on 610 kc. CHVC Niagara Falls, Ont., was recommended for a power boost from 5 kw to 10 kw on 1600 kc and change of antenna site. Low power relay transmitter CBLN Nakina, Ont., owned by CBC as a relay of CBL Toronto, Ont., was recommended for a power boost from 20 to 40 watts on 1240 kc.

RCA Intl. complex planned for Italy

RCA International Ltd., Montreal, has signed contracts with an Italian government agency to develop its proposed $25 million electronics manufacturing complex in Southern Italy. The agreement specifies that RCA International may purchase from the Italian government all or part of the manufacturing complex it creates during the period of the contract—five to 10 years—and then to continue operations as a private enterprise.

The RCA subsidiary's agreement with the Istituto Per La Ricostruzione Industriale (IRI), an agency comparable to the former Reconstruction Finance Corp. in the U.S., RCA said, promises substantial new employment in one of that nation's underdeveloped areas. The program was made known March 28 by the Hon. Aldo Fascetti, board chairman of IRI, and John L. Burns, RCA

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

Attention Station Managers

SAVE MONEY
with MAGNE-TRONICS' TAPED programs for AUTOMATIC BROADCASTING

MAKE MONEY
with MAGNE-TRONICS' BACKGROUND MUSIC for FM multiplex stations

for complete details write:
MAGNE-TRONICS, INC.
Dept. F. 49 W. 45th St., N.Y. 36, N.Y.

president, following their meeting in New York.

Work on the project is expected to start immediately. It aims to expand Italy's electronics business in the new European economic community, to boost industrialization of the largely agricultural section of Italy known as the "Messogiorno," and to encourage private capital to invest in manufacturing enterprises in Italy. The initial phase of the program is designed to expand existing facilities and build new ones in the making of tubes, semi-conductors and other components. RCA will establish several schools to train Italian personnel.

RCA International named Meade Brunet, RCA staff vice president and former managing director of the International Division, to head the first step in the plan. According to RCA, Mr. Brunet will be managing director of an expanded tube manufacturing plant at Aquila. Current annual sales volume of Italy's electronics business is estimated at $200 million.

FANFARE

ALL DAY COLOR
KMTV(TV) devotes full broadcast day to tint

A complete telecast day given over to color. That was the 17-hour track record chalked up yesterday (April 10) by KMTV (TV) Omaha in a multi-fringe promotion with all the merchandising frills.

KMTV programmed all day in tint tv, carrying 10 hours of local and seven of networks shows without a break. Joining in the extensive promotion were an RCA distributor, The Sidles Co.; some 50 dealers, and Omaha's four leading realty firms.

Owen Saddler, general manager of the May Broadcasting Co.'s station, pointed out that KMTV pioneered in local live color in 1955. He claimed the latest promotion, titled "Spring Into Color," marked the first time any station has programmed a complete day in color.

KMTV arranged for radio-tv appliance dealers in the Omaha metropolitan area to hold open house, setting up registration desks for visitors and giving away RCA color receivers in drawings. Four real estate organizations, in showing homes, pointed out that all were equipped with tint sets. Radio-tv-appliance and other specialty stores carried banners and streamers in their windows heralding the color spectacular. KMTV also utilized radio promotion, buying a schedule of 30-50 spot announcements on local station KFAB in advance of "Spring Into Color" day.

Color programming included such special "one-shot" fare as Sunday church services, feature motion pictures and live features, sports, news, drama and a fashion show. One highlight was a telecast of the city's Spring Music Festival featuring the Omaha Symphony Orchestra. There are an estimated 8,000-10,000 color receivers in the Omaha area.

In New York City
WLIB
has MORE
Negro programming
than ALL other
stations combined

April fooling

Practical jokers at radio stations celebrated their name day with a rash of April Fool pranks. KTOK Oklahoma City began at one second past midnight with a sign-off announcement telling listeners it was going off the air for good since "we're tired of beating our brains out, day and night, to keep you entertained and informed, without a word of appreciation from any of you." Horrified listeners jammed the switchboards for the rest of the night, receiving April Fool salutations and soothing reassurances. The next day disc jockeys broadcast emergency police warnings that all red cars had been banned from the city streets after noon in a drive for conservative colors. The resulting furor drew a cease-and-desist order from the police, who along with several red-colored-car drivers, did not find the joke hilarious.

WIP Philadelphia ran a contest inviting listeners to call in any time they heard a "goof" on WIP on the fatal day, April 1. Prize was $6.10 to the first caller on each goof (the station's frequency). An electronic device recorded 15,987 calls for the total 14 goofs with 1,700 pouring in during one peak hour. A contest for experts—agency members—offering a 5-minute phone call to any place on earth, was awarded to the one who guessed closest to the number of goof-contest calls.

WING Dayton, Ohio, surreptitiously set the clock back a year by playing last year's hit tunes on its *Hit of the Week* show. Puzzled listeners kept switchboard operators busy.

Of thee we sing

Composing anthems to their fair city of Saskatoon, Saskatchewan, two disc jockeys of CFQC there raised money in behalf of World Refugee Year.

Announcers Frank Callaghan and Bob Bradburn, who had for years engaged in a friendly rivalry over the air, each composed and recorded a song about the city. Listeners were asked to send contributions with each penny sent entitling them to one vote in the song contest. Letters came from as far away as Germany and listeners backed their favorites avidly. The contest lasted three weeks. Before it began, the personalities said they hoped to raise $200 for the charity; the final tally was $1,265.

Paar for the course

Winner of the "Jack Paar Undisputed Ego Champion Contest" conducted by KRAK Stockton-Sacramento, Calif., was a Newman, Calif., man who guessed closest to the actual 473 times that Mr. Paar said "I" and "me" on his first program after his self-imposed exile from tv. The station received over 4,000 entries in the contest, with one entry coming from as far afield as Milford, Mich. The guesses ranged from a modest 25 up into the thousands. The lucky winner was awarded a tape of the triumphant-return program with commercials edited out, which KRAK describes as "the grand prize Paar excellence."

Drumbeats

Arbor Harbor ■ KCBS San Francisco reports success in its "plant-a-tree week" campaign to beautify the Bay Area (FANFARE, March 14). The station says during the week, March 6-12, some 5,700 trees were planted in 28 different communities in the area. KCBS organized the planting by civic groups and donated air time and personnel to the project. Sunnyvale won the perpetual trophy for the most significant landscaping improvement during the campaign.

Almanacs ■ KDKA-TV Pittsburgh offered the public copies of the *Farmer's Almanac*, for which they had purchased the franchise in that city, at 15 cents per copy as a promotional tie-in with the station's meteorological weather forecasting service. Within a month KDKA-TV had disposed of the entire stock of 20,000 copies, each with a front-and-back cover ad. Response was considered so satisfactory, the station has signed a contract to repeat the promotion next year.

Longhair from the Lone Star ■ Joe Steussy, a 16-year-old classical pianist, won KNUZ Houston Hi-Fi Club's talent contest over a dozen highschool singers, guitarists and specialists in rock 'n' roll. The finalists were culled from the club's 72,000 teenage members and the elimination staged during an hour telecast over KTRK-TV Houston. KNUZ describes Mr. Steussy as being "in the Van Cliburn tradition," and proudly announces that he will be eligible for the Texas finals in Coca-Cola's nationwide talent hunt.

Bait ■ KELP El Paso, Tex., appropriately centered its latest promotion around fishing. Rainbow trout were placed in a 60-foot long tank. KELP furnished fishing gear and bait and charged the fishermen 50 cents for 10 minutes casting. The two people bagging the largest trouts were treated to a weekend at a skiing resort. The proceeds of the promotion, conducted in cooperation with the Lone Star Brewery, San Antonio, topped $500 and were donated to charity.

Sponsored song ■ Aluminum Co. of America is getting extra corporate and product identification from its *Alcoa Presents* series (ABC-TV 10-10:30 p.m.) and the customers are paying for it. More than 90,000 copies of music from the series were pressed to meet dealer demand for the Decca long-play record, "Music From One Step Beyond." Composer Harry Lubin conducts the Berliner Symphoniker in 11 numbers he wrote to back up the occult *Alcoa Presents* stories.

Paid in full

Business suffered in Asheville, N.C., during a record-breaking snowstorm. But WLOS, that city, came to the aid of merchants, making thousands of public service announcements on behalf of businesses and factories. Then the station sent each one a bill marked "paid" to remind them of the service that had been rendered. "WLOS Radio is your most effective way to reach the public quickly," the statement said.

Holiday joy ■ Each holiday brings a special promotion for WCKY Cincinnati listeners. A week before St. Valentine's Day, the station announced that boxes of candy and bouquets of roses would be given hourly in a drawing from cards sent in. On Washington's Birthday, the prize was a year's supply of frozen pies (starting with cherry). The station says thousands of cards and letters were sent on both holidays. Income Tax Day is next on the list but bonuses have not been announced as yet.

Charity campaign ■ Generous Philadelphians contributed more than $2,500 to the Overbrook School for the Blind in response to appeals by WPEN, that city. The funds were raised for rebuilding following a devastating fire at the school. The campaign was conducted by WPEN's air personalities.

Foods & drugs ■ Avery-Knodel Inc., New York, has released a tv market study for spot advertisers whose products are sold in retail food and drug outlets. Covering stations in 25 markets, the study is being distributed to advertisers and agencies. Among the items listed on the report: basic staples stocked by both supermarkets and drug outlets; days and nights of heaviest volume buying; working hours for industrial labor shifts; opening and closing hours for businesses, and the percentage of families owning their own homes.

Snow job ■ WIL St. Louis sent a memo to all advertising agencies twitting newspapers for their coverage of a large snow storm. An item from the paper, stating that no snow was forecast, was reprinted with the comment: "If you dug this issue from under the snow in your yard last night, we remind you that only radio can keep up with the weather in St. Louis . . . and St. Louis keeps up with the weather on WIL's 24 hour *Weather Watch*."

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED

POCKET TAPE RECORDER

NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY

Used by NBC – CBS and numerous radio and TV stations, for recording in the field.

Records anything it hears and plays it right back in unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.

"Science Fiction" accessories available for confidential recordings.

For literature, or free demonstration in your office, write Dept. B.

ALL TRANSISTORIZED

mohawk...

business machines corp.

944 halsey street brooklyn 33, new york

manufacturers

FATES & FORTUNES

Broadcast Advertising

Mrs. Betty Bevel, co-founder of Bevel Assoc., Dallas and Ft. Worth advertising-pr firm, elected chairman of board and treasurer. **Phillip L. Holloway,** executive vp, named president. **Charles Hamilton,** named vp and **Pat England,** secretary.

William R. Hillenbrand, formerly president of Bryan Houston agency and recently vp of Donahue & Coe, joins Lambert & Feasley, N.Y., as executive vp.

William M. Nagler, supervisor of Borden Co. and Northern Paper Mills accounts at Young & Rubicam's Chicago office, named vp.

David Savage, formerly executive vp of Bernard L. Schubert Inc., becomes vp and director of radio and tv for Lynn Baker, N.Y.

Jack H. Stilwell, formerly radio-tv director; **Ray Hansen,** account executive; **Norman Phelps,** creative services director, and **Bill Nelson,** radio-tv director, all appointed vps at The Caples Co., Chicago.

Donald G. Cutler and **Michael M. Minchin Jr.** named vp, account management and vp, respectively, at Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Cutler formerly was vp and Mr. Minchin account supervisor.

Robert L. Haag and **Charles A. Pratt** named retail division national sales manager and advertising manager, respectively, for Alberto-Culver Co.

Joseph T. Lewis promoted from brand supervisor for group products to brand promotion director at The Toni Co., division of Gillette Co. He will supervise advertising, brand promotion and packaging for company's complete line of products.

Robert Bassindale promoted from copy group head to group creative supervisor at Tatham-Laird, Chicago.

Dwight S. Reynolds, formerly advertising manager at Alberto-Culver, Chicago, appointed media supervisor on that account at Wade Adv. Inc., same city. **H.G. Schroeder** named associate media on same account.

MR. NELSON

George R. Nelson, founder and owner of George R. Nelson Inc. and Nelson Ideas, both Schenectady, N.Y., retires. He will remain as consultant for both organizations. He previously was co-founder, vp and general manager of WSNY, that city.

Alexander E. Cantwell and **Ira Avery** elected vps of BBDO New York. Mr. Cantwell, in charge of live and video tape tv and radio production, came to BBDO in 1950 as writer in pr department. He joined tv department the following year. Mr. Avery, account supervisor for United States Steel, joined BBDO 15 years ago.

Melvin Birnbaum and **Jack Bishop** named vps of Boyle-Midway Div. of American Homes Products Corp. Both joined American Home Products in 1959.

Robert J. McMahon joins Fuller & Smith & Ross, Pittsburgh, as account supervisor for Westinghouse General Products Div. Mr. McMahon was formerly vp and chairman of plans board of The Rumrill Co., Rochester, N.Y., where he was also group head on Eastman Kodak account.

Bernard F. Klein appointed head of new industrial division of Wade Adv., Los Angeles.

Ray Hunter, associate media director of BBDO, Pittsburgh, becomes media director, succeeding **Harold Middleton,** who retires.

Anthony C. DePierro, formerly vp and director of media, Geyer, Morey, Madden & Ballard, N.Y., from 1948-52; then vp, plans review board member, and director of media, Lennen & Newell, that city, rejoins Geyer agency as vp and assistant to president.

Helen Davis, chief timebuyer at Clinton E. Frank, Chicago, to J. Walter Thompson Co., N.Y., as timebuyer on Tender Leaf Tea and Chase & Sanborn coffee accounts of Standard Brands Inc.

Alex T. Franz, president of Alex T. Franz Inc., elected chairman of Chicago Council of AAAA. **Robert H. Brinkerhoff,** vp of Young & Rubicam, vice chairman; and **William C. Edwards,** vp of D'Arcy Adv., secretary-treasurer. Governors elected were: **William H. Adler,** president of William Hart Adler Inc.; **William C. Lyddan,** vp of Campbell-Mithun; **Chester L. Posey,** vp of McCann-Erickson Inc.; **Robert Ross,** vp of Arthur Meyerhoff & Assoc.; **John V. Sandberg,** vp of J. Walter Thompson Co., and **Arthur W. Schultz,** vp of Foote, Cone & Belding.

Edward M. Gallager, supervisor for Ivory Liquid and Procter & Gamble Canadian brands accounts, elected vp of Compton Adv. Mr. Gallager has been with Compton since 1953.

Norbert A. Witt, vp in charge of sales at Noxzema Chemical Co., elected executive vp.

John C. Simmons, advertising manager of Dr. Pepper Co., named vp of advertising.

Herb Faigen joins Krupnick & Assoc., St. Louis, as production manager.

Robert Enderlin, formerly production supervisor at McCann-Erickson, to Wexton Adv., N.Y., as traffic manager.

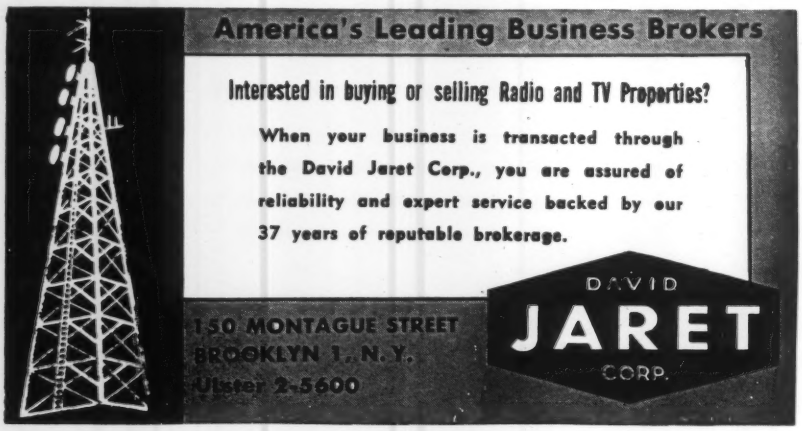
Mary Kimbrough, formerly feature writer for St. Louis *Post-Dispatch*, joins creative department of Gardner Adv., that city.

Laura Miller, formerly with Communications Counselors, L.A., as account executive, to Enyart & Rose Adv., that city, as pr account director.

Richard N. Shoppelry, formerly with Donahue & Coe, L.A., to Hixson & Jorgensen, that city, in creative department.

Stanley Ross joins creative department of Wade Adv., Los Angeles.

Charles Teague and **David Cullum** named account service men at Tracy-Lock Co., Dallas.


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
150 MONTAGUE STREET
BROOKLYN 1, N.Y.
Ulster 2-5600
DAVID
JARET
CORP.

Kenyon & Eckhardt service awards

Service awards. Ten years service or more with Kenyon & Eckhardt earned 62 employes gifts and a place at a first-time reception and dinner given by the agency's board of directors at New York's Savoy Hilton.

At left, it's a mutual handshake between **Edwin Cox** (r), board chairman, and Vice President **Joseph P. Braun,** media director, each with 26 years. **Marcy A. Ward, Edward Mante** and **Ethna Carroll** share the longevity honors, however, each with 30 years.

The awards, presented by **William B. Lewis** (15 years), K&E president, were gold cuff links or charm bracelets for 10 years, gold money clips, belt buckles or sterling silver bowls for 15 years, silver bowls, diamond studded clips or buckles for 20 years and inscribed silver trays for 30 years.

Frances Marotta, formerly executive secretary with Friend-Reiss Adv., becomes media director at Moss Assoc.

Jack Sullivan, formerly with G.M. Basford Co., and William Douglas McAdams Inc., becomes service manager on the Upjohn group account at Sudler & Hennessey, N.Y.

Roy N. Williams, formerly at St. Georges & Keyes, N.Y., to Earle Ludgin & Co., Chicago, as account executive.

Henry J. Norman, formerly general sales manager of Pharnaco Inc., division of Schering Corp., joins marketing department of BBDO, N.Y.

Buxton Lowry, formerly with Los Angeles office of Donahue & Coe Adv., to Fletcher Richards, Calkins & Holden, that city, as senior writer.

Richard K. Gershman and **Thomas M. Hopkinson** join Milburn McCarty Assoc., N.Y., pr agency, as account executives. Mr. Gershman was assistant news editor of NEA feature service; Mr. Hopkinson was in press information department of CBS-TV Network.

Mrs. Connie Kratzok joins Yardis Adv., Philadelphia.

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

Walter R. Stone, formerly account executive at Geyer, Morey, Madden & Ballard, N.Y., to Compton Adv. as executive on Mobil Oil account.

The Media

Robert J. Hoth, vp and general manager of KAKC Tulsa, Okla., named executive vp of Public Radio Corp., owner of KIOA Des Moines, Iowa, KBKC Kansas City and KAKC.

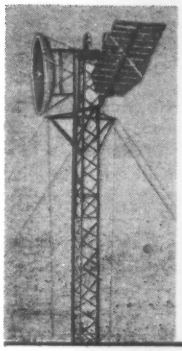
MR. HOLT

MR. GROSBY

Art Holt, formerly account executive at KABL San Francisco-Oakland, promoted to general manager of WYSL (formerly WINE) Buffalo, N.Y. Both are McLendon stations. Mr. Holt previously was on sales staffs of WEZE Boston and KIXL Dallas. **Al Grosby,** formerly on sales staff of WAKY Louisville, Ky., to WYSL-AM-FM as sales manager.

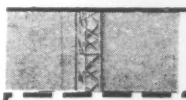
J.G. (Bob) Greer, formerly with KILE Galveston, named manager of KTLW Texas City, both Texas, succeeding **Roy E. Hanson.** Mr. Greer previously was with WGN Chicago.

Edward H. Sheaffer, formerly director of editing and acceptance for CBS-TV and Radio, Chicago, joins Tri-



TOWERS
REFLECTORS
BUILDINGS
• FIXED
• PORTABLE
Complete installations for all communications purposes

TOWER
CONSTRUCTION CO.
2749 HAWKEYE DR. SIOUX CITY, IOWA



Tower Fabricators and Erectors the World Over!

MAIL TODAY! FOR 1959 CATALOG!
TOWER CONSTRUCTION CO.
2749 HAWKEYE DRIVE
SIOUX CITY, IOWA
NAME:
ADDRESS:
CITY: ST:

A Part of Every Community Project *

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.

angle stations as director of continuity acceptance, effective April 18.

MR. MCCOY

Dale McCoy Jr. appointed general manager of KAKE Wichita, Kan. He formerly was sales manager of KFBI, that city. Previously he was sales manager of KVBG Great Bend and on sales staff of KGNO Dodge City, both Kansas.

Perry W. Carle, general manager of KPOA Honolulu, resigns. He will enter Army for short active duty tour and announce future broadcast plans shortly.

Ashley Dawes joins WFMY-TV Greensboro, N.C., as operations manager. He formerly was with WLOS Asheville, N.C., in similar capacity.

Bailey W. Hobgood, formerly program manager of WBT Charlotte, N.C., named operations manager of new WYFM (FM) that city. Other appointments: **Bill Vaughn,** advertising director and **Tom Ashcraft,** commercial manager.

Gerald Quick, formerly commercial manager of WNOK Columbia, S.C., named director of local and regional sales for WIS, that city.

MR. GUSTAFSON

James A. Gustafson, account executive at WTTG (TV) Washington, D.C., promoted to local sales manager. He previously was account executive for WOL, that city, and sales manager of WDON Wheaton, Md., and WASH-FM Washington, D.C.

George Andrick, manager of WSAZ Huntington, W.Va., assumes additional duties as local sales manager of WSAZ-TV.

APBE elections

Bruce A. Linton, U. of Kansas, elected president of Assn. for Professional Broadcasting Education. APBE is a joint cooperative venture between NAB and colleges offering professional courses in broadcasting.

Other officers elected: **Earl Dougherty,** KXEO Mexico, Mo., vp, and **Richard M. Brown,** KPOJ Portland, Ore., secretary-treasurer. Mr. Brown is NAB representative on APBE board.

Other officers elected: **Earl** besides Messrs. Dougherty and Brown, are **William Holm,** WLPO LaSalle, Ill.; **John Jacobs Jr.,** WDUN Gainesville, Ga., and **William Swartley,** WBZ Boston. Educator board members besides Mr. Linton are **Richard Goggin,** New York U.; **Kenneth Harwood,** U. of Southern California; **Leo Martin,** Michigan State U., and **Harold Niven,** U. of Washington. **Glenn Starlin,** U. of Oregon, is retiring president.

Hugh Wallace promoted from assistant sales promotion manager to national sales account executive of WNAC-AM-TV Boston and Yankee network. **Michael Horn,** advertising and promotion manager and account executive promoted to local sales account executive.

Robert J. Sullivan, formerly with CBS Spot Sales, named manager of sales development for NBC Spot Sales. **Al Ordover,** and **Steve Kirschenbaum** appointed tv sales development specialist and sales promotion supervisor, respectively. **William McGee,** joins NBC Spot Sales as salesman.

Fred von Hofen, formerly vp and general manager of KVI Seattle, Wash., to KOL, that city, as executive in charge of national sales.

MR. KAMIN

Donald C. Kamin, formerly with The Katz agency, appointed midwest sales manager for Storer Broadcasting Co., succeeding **George Lyons** who transfers to New York office to head national sales for WSPD-TV Toledo, Ohio, member of Storer group.

Phil Ellis named director of regional sales for WPTF Raleigh, N.C. Other appointments: **Warren Barfield,** director of local sales; **Jerry Elliot,** news editor, and **Bill Jackson** sports director and assistant program manager.

John M. Rohrbach Jr., broadcast supervisor on Joseph Schlitz Brewing Co. account at J. Walter Thompson Co., Chicago, joins sales staff of NBC-TV Spot Sales, that city, effective April 15.

Edward T. McCann Jr., formerly commercial manager of WNEB Worcester, Mass., to WTAG, that city, in similar capacity.

MR. FORKER

Clay E. Forker, formerly vp and office manager of Paul H. Raymer Co., Chicago rep firm, appointed national sales manager of WFGA-TV Jacksonville, Fla. Previously, he was with BBDO and Campbell-Ewald. **William Walker,** regional sales manager, named assistant national sales manager.

Bob Leach, account executive at KEZY Anaheim, Calif., named sales development manager for Orange County area.

Gil Thompson, formerly account executive at WCAU Philadelphia, to CBS Radio Spot Sales, Chicago, in similar capacity.

Lew Carpenter, professional football player with Green Bay Packers, joins advertising staff of WLUK-TV, that city.

Herman Pease, formerly with WGR-TV Buffalo, to WROC-TV Rochester, both New York, as production manager.

Ron MacDonald joins KREM Spokane, Wash., as program director.

Charlie Trussell, air personality with KXEL Waterloo, Iowa, appointed program director.

United Press International news produces!

Richard Rector and **William Hallahan** named commercial producer and assistant commercial producer, respectively, for CBS-TV New York. Mr. Rector formerly was manager of operations and scheduling. Mr. Hallahan formerly was business and production manager for Robert Herridge Theater Productions.

Ed Dunbar named head of new San Francisco office of KNDO-TV Yakima, Wash.

Pete Watkins, recently broadcast time salesman for Gill-Perna, radio reps, N.Y., to tv sales staff of Peters, Griffin, Woodward Inc., that city.

Frank Maruca, formerly account executive with Ketonum MacLeod & Grove, Pittsburgh, appointed program and sales coordinator of KQV, that city.

Peter F. Yaman, formerly with NTA Spot Sales, named sales representative for Television Adv. Representatives, N.Y.

Graham White, formerly at Ziv-Tv, N.Y., to NBC Central Div. Radio Spot Sales, Chicago, as account executive.

Joseph D. Payne, manager of George P. Hollingbery Co.'s Detroit office, to New York office in tv department.

Peter Prince, formerly account executive with Prince & Co., Detroit advertising agency, joins Broadcast Time Sales, New York.

Don Pierce, formerly state sales manager of WFMY-TV Greensboro, N.C., to WSPA-TV Spartanburg, S.C., as account executive.

Frank Woodman appointed program director of KPDQ Portland, Ore.

Ron Baxley, formerly program director of KTSA San Antonio to WYSL Buffalo, N.Y., in similar capacity.

Nick Charles, chief announcer of WGBB Freeport, N.Y., named program director.

Ross Wilder Jr., formerly operations manager in McLendon Ebony Radio Network, joins KFDM Beaumont, Tex., as program director.

Joel Levy promoted from film department director to assistant program director of WAST (TV) Albany, N.Y.

Gilmore Nunn, formerly U.S. delegate to Inter-American Broadcasting Assn. IAAB board member, will be awarded honorary degree June 3 by Yankton (S.D.) College in recognition of services on behalf of friendship among Americas through broadcasting.

Cal Zethmayr, formerly announcer-air personality with WALB-AM-TV Albany, Ga., to WLAU Laurel, Miss., as director of news and special events.

Leonard Traube, formerly editor of music, tv and variety fields for *Variety*, becomes director of information services and advertising for WCBS-TV New York.

Don Cook, formerly executive producer with KNXT (TV) Los Angeles, joins sports department of CBS as producer-director.

Wally Thornton, formerly production director of KISN Portland, Ore., to KRAK Stockton-Sacramento, Calif., as program director.

Art Hill, formerly news director with WSWW Platteville, Wis., to WSJM St. Joseph, Mich., in similar capacity.

Donald Monroe, formerly of WSIV Pekin, to news staff of WPEO Peoria, both Illinois.

Stan Garfin and **David R. Skinner** join WTAR-TV Norfolk, Va., as news staffers. Mr. Garfin formerly was with KASI Ames, Iowa, and Mr. Skinner with WKNX-AM-TV Saginaw, Mich.

Bill (Turk) Thompson, formerly pr-promotion director and air personality with KWIZ, to KFIL-FM, both Santa Ana, Calif., in similar capacities.

Keith Larkin, formerly of KXL Portland, Ore., named manager of new promotion department of H.S. Jacobson & Assoc. (radio-tv rep firm), that city.

David Brinkley, NBC newsman, named president of Washington Chapter of Academy of TV Arts & Sciences, succeeding **John Secondari** of ABC, who was promoted to producer for special projects, ABC News, and transferred from Washington.

Ron Cochran, newsman with WCBS-TV New York, will undertake CBS news assignment, notably 1:00 pm daily news program produced for CBS-TV New York.

Henry Roepken, press information director at WBBM Chicago, assumes additional duties as audience promotion manager.

Nat W. Jackson, formerly news director of KHTV (TV) Portland, Ore., to KISN, that city, as continuity director.

John Tillman, WPIX (TV) New York's tv news reporter, named news director.

Herb Homes, director for WPIX (TV) New York, becomes executive

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

AGAIN
WPOP
STAYS AT THE TOP
TO LEAD IN HARTFORD
PULSE—NOV. '59 SHOWS:
WPOP
✓ No. 1 IN OVERALL AUDIENCE
✓ 28%—12 to 6 P.M. 8 points over 2nd station
✓ 35%—6 P.M. to 12 6 points over 2nd station
Consistently
LARGEST LISTENING AUDIENCE
LOWEST COST PER M
WPOP
Hartford, Conn.
Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.
A TELE-BROADCASTERS STATION

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N.Y. ELdorado 5-0405

producer. He will continue to direct various programs, in addition to developing new program ideas and supervising all live shows produced by WPIX.

Tom Moorehead named sports director of WRCV Philadelphia.

Harold Mack, newscaster with KCMO Kansas City, assigned to special news division to handle all local sports programs for KCMO-AM-TV.

Gordon Bensing, news reporter for WADS Ansonia, Conn., appointed news director.

Ernest Lee Jahncke, NBC director of practices, elected to Society of Television Pioneers board.

Jack Walters, formerly news bureau chief of *Stars and Stripes* in Austria and Germany, joins WCBS New York as writer and narrator.

Tom Molloy joins WSAI Cincinnati as mobile news reporter.

Jack Hooley, on news staff of WROC-TV Rochester, N.Y., promoted to news director.

Dick Brown, formerly air personality with WPOP Hartford, Conn., to KDKA Pittsburgh in similar capacity.

Art Hern, Chicago radio-tv personality, signed by WNWC (FM) Palatine, Ill., for new weekly interview series.

Bill Veeck, president of Chicago White Sox, and wife, **Mary Frances,** signed by WGN-TV, that city, for new weekly series, *Inside Baseball,* starting April 11.

Jim Melvin, formerly program director and promotions manager of WSIC Statesville, to WTOB Winston-Salem, both North Carolina, as announcer-air personality.

Ron Carney, formerly with McCann-Erickson, Cleveland, to WAPI Birmingham, Ala., as air personality.

Don Bradley, formerly of WJIM-TV Lansing, to WJRT Flint, both Michigan, as announcer-host. **Dave Course** joins WJRT as continuity writer.

Sam Brown joins WARL Arlington, Va., as disc jockey.

Tom Brown, formerly air personality with WHK Cleveland, to WIP Philadelphia in similar capacity.

Dick Reid, formerly air personality with KFKQ-AM-TV St. Joseph, Mo., to WOKO Albany, N.Y., in similar capacity.

Al Jarvis and **Ray Briem** both join KLAC Los Angeles as air personalities. Mr. Jarvis formerly was with KFMB, that city, and Mr. Briem with KING Seattle, Wash.

Ken Kirklander, formerly staff announcer with WNBF-AM-FM-TV Binghamton, to WKBW-TV Buffalo, both New York, as announcer-newscaster.

Jack Comley joins WKNB New Britain, Conn., as air personality.

Programming

Bernie Seligman named head of William Morris Agency's comedy writers-and-property-development department. Mr. Seligman, who has been with talent agency for 15 years, has been agent-administrator of firm's New York legitimate theatre-motion picture department since 1956.

Arthur S. Gross, formerly vp of Flamingo Films, appointed sales manager of King Features Tv Productions, N.Y.

Paul L. Pease, treasurer and member of board of directors of Walt Disney Productions, resigns. Future plans will be announced shortly.

David Sontag, executive in NBC-TV program department, working in talent and program development, becomes manager, programs—New York for CBS Films.

Lowell Benedict resigns as pr director of Trans-Lux Corp. to form own publicity organization at 228 West 10th St., N.Y. **Lou H. Gerard** succeeds Mr. Benedict.

James T. Victory and **James H. McCormick,** formerly account supervisors in CBS Films' New York office, named director of syndication sales and eastern sales manager, respectively.

William Asworth and **Bates Halsey** join United Artists Associated National sales division. Mr. Asworth formerly was national sales manager of WSPD-TV Toledo, Ohio. Mr. Halsey formerly was eastern sales manager for WEEK Tv Corp.

Edward L. Brant and **Robert N. Bennyhoff** appointed commercial manager and southwestern division manager of UPI, respectively. Mr. Brant, formerly southwestern division manager, succeeds **Pierre A. Miner,** who died recently. Mr. Bennyhoff, formerly southwestern assistant division manager, succeeds Mr. Brant. **Peter S. Willett,** formerly division business manager for UPI, Atlanta, Ga., becomes news picture manager for UPI, Chicago.

Herbert G. Luft, production executive and columnist, appointed historian of Hollywood Motion Picture and Television Museum.

Equipment & Eng'ring

I. Robert Ross named general manager of U.S. Transistor Corp., Syosset, L.I. Mr. Ross was pioneer in distribution of tv sets in 1946.

Anthony Dillon appointed general sales manager of Sony Corp., N.Y. He formerly was with Roland Radio Corp. and RCA. He will be in charge of distribution and sales of transistor radios and new direct image battery-operated portable tv sets soon to be released.

Leland W. Aurick, formerly administrator, industrial advertising, engaged in directing industrial advertising in both renewal and original equipment markets, becomes manager, advertising and sales promotion, industrial market, RCA electron tube division.

William Nielson, formerly project engineer at Philco Corp., appointed regional broadcast sales engineer (for western states) at Gates Radio Co., subsidiary of Harris-Intertype Corp.

J. Paul Januzzo, formerly advertising and sales promotion manager for Industrial Tube Products at RCA Electron Tube Division, joins Kudner Agen-

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON

RCA 6166

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

See your ALLIED 1960 Complete Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
TWX: CG-2898

Canadians elect

Murray T. Brown, general manager of CFPL-AM-FM-TV London, Ont., elected president of Canadian Assn. of Broadcasters, succeeding **Malcolm Neill,** CFNB Fredericton, N.B. **Ralph Snelgrove,** CKVR-TV and CKBB Barrie, Ont., elected vp for radio, and **R. G. Chapman,** CHBC-TV Kelowna, B.C., as vp for tv. Directors elected were: **R. F. Large,** CFCY-AM-TV Charlottetown, P.E.I.; **J.A.C. Lewis,** CKEN Kentville, N.S.; **Don Jamieson,** CJON-AM-TV St. John's, Nfld.; **D.A. Gourd,** CKRN-AM-TV Rouyn, Que.; **R. Couture,** CKSB St. Boniface, Man.; **T. Fortier,** CHRC Quebec; **Tom Burham,** CKRS-AM-TV Jonquiere, Que.; **T.D. French,** CKLC Kingston, Ont.; **A.F. Waters,** CHUM Toronto, Ont.; **H.C. Caine,** CHWO Oakville, Ont.; **J.O. Blick,** CJOB Winnipeg, Man.; **J. Love,** CFCN Calgary, Alta.; **E. A. Rawlinson,** CKBI Prince Albert, Sask.; **G. B. Nelson,** CFQC-TV Saskatoon, Sask.; **K. Hutcheson,** CJAV Port Alberni, B.C.; and **J.L. Sayers,** CFUN Vancouver, B.C.

cy, N.Y., as assistant account manager on Sylvania tubes and semi-conductors.

Lawrence Weiland joins Ampex Professional Products Co., Redwood City, Calif., as staff assistant to Charles Ginsburg, manager of video engineering. Mr. Weiland formerly was manager of advanced planning for engineering at NBC, New York.

Gordon Smith appointed district sales manager of tv, radio and stereo hi-fi for Packard-Bell Electronics, Los Angeles, in northern California area.

John J. Lucy and **Robert A. Chalmers,** named district managers for Raytheon Co.'s Distributor Products Div. Both formerly were with General Electric Co. Mr. Lucy will headquarter in Charlotte, N.C., and Mr. Chalmers in Atlanta, Ga.

Government

Bill Cardin joins Federal Housing Administration as public information director and special asisstant on communications affairs. He previously was news director of KCMO Kansas City.

Allied Fields

Tom E. Beal, G.B. Knutson and **John P. Hilmes,** all formerly with KBKC Mission, Kan., form Broadcast Careers, radio-tv employment service in Kansas City. Mr. Beal formerly was president and general manager of KBKC, Mr. Knutson, vp and Mr. Hilmes, treasurer. Address of new firm is 6230 Troost Ave., Kansas City, Mo. Phone: Hiland 4-2900.

C. William Paul and **Alvin Schwartz** named director of special projects and research director respectively, for Institute for Motivational Research. Mr. Paul was builder of homes in Westchester County, and inventor and merchandiser of consumer household products and toys. Mr. Schwartz has done tv and film research for Warner Brothers, Transfilm and other companies; operated his own research-pr firm.

International

Alwin D.I. Zecha named Asian sales manager for Screen Gems.

Jack O. Blick, CJOB Winnipeg, Man., and **John F. Hirtle,** CKBW Bridgewater, N S., named directors of co-operative Bureau of Broadcast Measurements.

Tony Jock, CHVC Niagara Falls, Ont., and **Don Ambrose,** CFPA Port Arthur, Ont., to CHEX Peterborough, Ont., as announcers.

Bert Cobb, CKWS-TV Kingston, Ont., to new CKY-TV Winnipeg, Man., as engineer.

Deaths

MR. PATE

Jason Pate, 44, president and general manager of WASA Havre de Grace, Md., died April 2 of a cerebral hemorrhage. He was president of Maryland-D.C. Broadcasters Assn. and Chesapeake Associated Press Radio-Tv Broadcasters Assn. Among survivors is wife, **Mrs. Virginia F. Pate,** part owner of WASA.

Michael Dreyfuss, 32, veteran tv director, died March 30 of heart attack in New York. He was reportedly at work casting new play for CBS-TV's *U.S. Steel Hour* when stricken. Mr. Dreyfuss, who started stage career in "Life With Father," appeared in many Broadway plays before turning to tv direction four years ago. He was associated with *Lux Video Theatre* and *Omnibus* before going to *Steel Hour.*

Frank Eschen, 50, special events director of KSD-AM-TV St. Louis, died of heart attack March 25. He was veteran of 30 years in Broadcasting and was to have celebrated 25th year with KSD in May.

WESTERN

250 watt daytimer in Rocky Mountain area. Station potential $100,000 a year. Asking $125,000 on terms.

CENTRAL

Midwestern daytimer in rich agricultural area. Extremely good potential for owner-operator. Price $180,000. Lower price possible with larger down payment.

NORTHWEST

250 watt fulltime in Western major market. Available on very low down payment. Price $210,000—with generous terms.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Station Authorizations, Applications

As Compiled by BROADCASTING

Marh 31 through April 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. ᵉ—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

State U. of South Dakota, Vermillion, S.D.—Granted cp for new noncommercial educational tv station to operate on ch. ᵉ2; ERP minus 7.8 dbk (0.167 kw) vis. and minus 10.8 dbk (0.084 kw) aur.; ant. height 160 ft. engineering condition. Ann. Mar. 31.

Existing Tv Stations

ACTIONS BY FCC

WEAR-TV Pensacola, Fla.—Granted request for temporary authority to operate from site specified in outstanding cp granted Oct. 7, 1959, with ERP of 7.94 kw and temporary ant. and ant. height 1,100 ft. Comr. Bartley dissented. Ann. Mar. 31.

KRLD-TV Dallas, Tex.—Granted waiver of Sec. 3.652(a) to permit KRLD-TV to identify itself as Ft. Worth as well as Dallas. Chairman Ford and Comr. Bartley dissented. Ann. Mar. 31.

Tv Translator Stations

ACTIONS BY FCC

Libby Video Club, Libby, Mont.—Granted cp for new tv translator station on ch. 76 to translate programs of station KXLY-TV (ch. 4) Spokane, Wash. Ann. Mar. 31.

New Am Stations

ACTIONS BY FCC

Reedsport, Ore.—Oregon Coast Bcstrs. Granted 1470 kc, 5 kw D. P.O. address Box N, North Bend, Ore. Estimated construction cost $6,000, first year operating cost $30,000. **Walter J. Kraus,** sole owner, is in real estate, gas production, etc. Ann. Mar. 31.

APPLICATIONS

Muskegon Heights, Mich.—Muskegon Heights Bcstg. Co., 1520 kc, .250 kw D.P.O. address % William Kuiper, WFUR, Grand Rapids, Mich. Estimated construction cost $35,090, first year operating cost $48,000, revenue $60,000. Principals include **William Kuiper, William E. Kuiper** and **Peter J. Vanden Bosch,** 33⅓% each, owners of WFUM Grand Rapids, Mich. Ann. April 1.

Cherryville, N.C.—Cherryville Bcstg. Co., 1590 kc, .5 kw D. P.O. address 109 E. Sycamore St., Lincolnton, N.C. Estimated construction cost $14,205, first year operating cost $24,000, revenue $30,000. Applicant is **Jack W. Franks,** who is in small loan business. Ann. April 1.

Shelton, Wash.—ABT Inc., 1280 kc, 1 kw D. P.O. address 3206 South Lorne, Olympia, Wash. Estimated construction cost $12,156, first year operating cost $24,000, revenue $33,000. Principals include **Bruce E. Jorgenson, Allen D. Lamb,** and **Thomas C. Townsend,** 33⅓% each. Applicants are all in insurance; Mr. Lamb is employe of KXRO Aberdeen, Wash. Ann. Mar. 31.

Existing Am Stations

ACTIONS BY FCC

KZUN Opportunity, Wash.—Set aside March 16 grant of renewal of license and placed application in file pending response to March 14 request for additional information concerning overall programming and policy with respect to spot announcements. Ann. Mar. 31.

WATR Waterbury, Conn.—Granted renewal of license. By letter is being reminded of requirement for full identification of source and/or sponsor as result of telecasting by WATR-TV of kinescope summaries of "Kohler hearings." Ann. Mar. 31.

WTTT Arlington, Fla.; WJNC Jacksonville, N.C.; WFOY St. Augustine, Fla.; WMMB Melbourne, Fla.; WRAL Raleigh, N.C.—Designated for consolidated hearing applications for increased power; WTTT on 1220 kc and others on 1240 kc; made WALD Walterboro, S.C.; WENC Whiteville, N.C.; WISP Kinston, N.C.; WWPF; Palatka, Fla.; WTMA Charleston, S.C.; WWNS Statesboro, Ga., and WINK Fort Myers, Fla., parties to proceeding. Chairman Ford absent. Ann. Mar. 31.

KWRO Coquille, Ore—Granted increase of power from 1 kw to 5 kw, continuing operation on 630 kc, D; remote control permitted. Chairman Ford absent. Ann. Mar. 31.

APPLICATIONS

KBLA Burbank, Calif.—Mod. of cp to change ant.-trans. location and make changes in DA system. (1500 kc). Ann. Mar. 31.

WCLI Corning, N.Y.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450). Ann. April 6.

WCHI Chillicothe, Ohio—Cp to increase power from 500 w to 1 kw; install new trans. (1350 kc). Ann. April 6.

KSMO Salem, Mo.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. April 6.

KERV Kerrville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 6.

New Fm Stations

ACTIONS BY FCC

Barberton, Ohio — Independent Music Bcstrs. Inc. Granted 94.9 mc, 110.9 kw. P.O. address 546 E. Florida Ave., Youngstown, Ohio. Estimated construction cost $40,433, first year operating cost $28,500, revenue $50,000. Principals include **George B. Hanna** 60.9% and others. Mr. Hanna is in insurance business. Ann. Mar. 31.

San Juan, P.R.—Radio Station WIBS Inc. Granted 102.5 mc, 3.3 w. P.O. address Box 4504, San Juan, P.R. Estimated construction cost $7,119, first year operating cost $55,903, revenue $36,565. Radio station WIBS Inc. owns WIAC San Juan. **Louis Mejia** is majority owner. Ann. Mar. 31.

APPLICATIONS

San Jose, Calif.—G. Stuart Nixon, 106.5 mc, 17.6 kw. P.O. office address Box 174, Mission San Jose, Calif. Estimated construction cost $19,400, first year operating cost $16,500, revenue $18,000. Applicant is former newspaper publisher and editor, is presently in public relations. Ann. April 4.

Denver, Colo. — Francisco V. Sanchez, 106.9 mc, 2.775 kw. P.O. address 2185 Broadway, Denver, Colo. Estimated construction cost $13,016, first year operating cost $3,600, revenue $3,000. Applicant is owner of KFSC Denver. Ann. April 4.

St. Petersburg, Fla. — Donald Crawford, 105.9 mc, 106.25 kw. P.O. address 48 Woodale Rd., Philadelphia, Pa. Estimated construction cost $39,328, first year operating cost $30,000, revenue $34,000. Applicant is general manager of WPCA-TV Philadelphia, Pa. Ann. April 3.

Marietta, Ga.—Kenco Bcstg. Co., 96.1 mc, 6.35 kw. P.O. address 1396 Oak Grove Drive, Decatur, Ga. Estimated construction cost $24,936, first year operating cost $28,140, revenue $45,500. Principals include **Donald Kennedy, A. Gordon Swan, James B. Lathom,** 18.458% each, and others. Messrs. Kennedy and Swan are employes of WSB-TV Atlanta. Mr. Lathom is in steel specialties. Ann. April 6.

Bethesda, Md.—High Fidelity Bcstrs. Inc., 102.3 mc, 1 kw. P.O. address 4425 Chestnut St., Bethesda, Md. Estimated construction cost $3,356, first year operating cost $11,730, revenue $16,425. **Robert Carpenter,** 30%, **William Tynan,** 27%, and **Margaret Tynan,** 3%. Mr. Carpenter is electronic scientist. Mr. Tynan is engineer. Ann. April 1.

Bay City, Mich.—Gerity Bcstg. Co., 102.5 mc, 42.5 kw. P.O. address Adrian, Mich. Estimated construction cost $51,417, first year operating cost $30,000, revenue $30,000. Applicant is group headed by **James Gerity Jr.,** licensees of WABJ Adrian and WNEM-TV Bay City, both Michigan. Ann. April 1.

Albuquerque, N.M.—Darrel K. Burns, 92.9 mc, 3.26 kw. P.O. office address 3870-B Arizona St., Los Alamos, N.M. Estimated construction cost $15,107, first year operating cost $36,000, revenue $39,999. Applicant is 50% owner of KRSN-AM-FM Los Alamos, N.M. Ann. April 1.

Albuquerque, N.M. — KDEF Bcstg. Co., 94.1 mc, 1.3 kw. P.O. office address 506 2d St., N.W., Albuquerque, N.M. Estimated construction cost $11,195, first year operating cost $25,000, revenue $30,000. Principals are **Frank Quinn,** 58.3%, **Arthur Ilfeld,** 24.9%, and **Eileen Quinn,** 16.7%, licensees of KDEF Albuquerque. Ann. April 5.

Ownership Changes

APPLICATIONS

WJBS DeLand, Fla.—Seeks transfer of control of **WJBS Inc.** from **Charles B. Britt** and **James S. Ayers,** equal partners, to **Dale S.** and **Frances L. Phares,** sole owners, for $65,000 plus accounts receivable. Mr. Phares formerly had interests in WMFJ Daytona Beach, Fla., KTEM Temple, Tex., and WBYS Canton, Ill. He is presently in advertising. Ann. Mar. 31.

WSTN St. Augustine, Fla.—Seeks assignment of license from **Harold William Critchlow** to **D&R Bcstg. Corp.** for $82,000. Majority stockholder is **Leonard Desson,** 95%, who is in retail poultry business. Ann. April 6.

KAFP Petaluma, Calif.—Seeks assignment of license from **Bcst. Assoc. Inc.** to **Lloyd Burlingham** for $115,000. Mr. Burlingham is owner of KCVR-AM-FM Lodi, Calif., and majority stockholder in KNOG Nogales, Ariz. Ann. April 5.

KXXX Colby, Kans.—Seeks transfer of control of **Western Plains Bcstg. Co.** from **J. Herbert Hollister, Harry A. Searle Jr., Helen Searle Blanchard,** 20% each, and **Don Searle,** 40%, to **Don Searle,** 52%, **J. Herbert Hollister,** 20%, **Harry A. Searle Jr.,** and **Helen Searle Blanchard,** 14%, for $30,000. Sale also includes KMMJ Grand Island, Neb. Ann. April 5.

KFRM Concordia, Kans.—Seeks transfer of control from **KMBC Bcstg. Co.** to **Cook Bcstg. Co.,** merger into parent company. No financial consideration involved; no change in stockholders. Ann. Mar. 30.

WARK-AM-FM Hagerstown, Md.—Seeks assignment of license from **United Bcstg. Co. of Western Maryland Inc.** to **WARK Inc.** for $200,000 plus $67,500 for agreement not

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 8302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. Hickory 7-2401
Riverside, Ill.
(A Chicago suburb)

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9858

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D.C.
District 7-4443
Associate Member
Institute of Radio Engineers

Service Directory

M. R. KARIG & ASSOCS.
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
Glens Falls, N.Y.
Glens Falls 2-3575 Hudson Falls 4-6780

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers AM-FM
SPECIALTY TV
209A LaSalle Building
1028 Connecticut Ave., N.W.
Washington 6, D. C.
RE 7-0458

PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, BR. 1-2338

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

to compete. Principals are **Henry Rau**, 30%, **Helen Rau**, 17.5%, **Lloyd Smith**, 15%, and others. Messrs. Rau and Smith have interests in WOL-AM-FM Washington, D.C.; WDOV-AM-FM Dover, Del.; and WNAV-AM-FM Annapolis, Md. Ann. Mar. 31.

WAMY Amory, Miss.—Seeks transfer of control of **Southern Electronics Co.** from **Robert L. McRaney** and **Robert E. Evans**, 50% each, to **Robert E. Evans** as sole owner. In exchange for his holdings in Southern Electronics Co., licensee of WAMY Amory and WONA Winona, both Mississippi, Mr. McRaney received all assets of the corporation excluding assets of WONA. WAMY will be solely owned by Bob McRaney Enterprises, Inc., of which Mr. McRaney is only stockholder, Ann. April 5.

KMBC-AM-TV Kansas City, Mo.—Seeks transfer of control from **KMBC Bcstg. Co.** to **Cook Bcstg. Co.** merger into parent company. No financial consideration involved; no change in stockholders. Ann. Mar. 30.

KFBB-AM-TV Great Falls, Mont.—Seeks assignment of license from **Wilkins Bcst.** to **KFBB Bcstg. Corp.**, merger into parent corporation. No financial consideration involved in assignment. FCC approved transfer of control to KFBB Mar. 7. Ann. Mar. 30.

KMMJ Grand Island, Neb.—Seeks transfer of control of **Town & Farm Co.** from **J. Herbert Hollister, Harry A. Searle Jr., Helen Searle Blanchard**, 20% each, and **Don Searle**, 40%, to **Don Searle**, 52%, **J. Herbert Hollister**, 20%, **Harry A. Searle Jr.** and **Helen Searle Blanchard**, 14% each, for $30,000. Sale also includes KXXX Colby, Kans. Ann. April 5.

WBNX New York, N.Y.—Seeks assignment of license from **WBNX Bcstg. Co.** to **United Bcstg. Co.** for $680,000 plus $60,000 payable to **William I. Moore**, vice president of WBNX, not to compete for three years or within 50 miles of station. Purchaser is **Richard Eaton** who has interest in WOOK and WFAN (FM), both Washington, D.C.; WSID-AM-FM Baltimore, WARK-AM-FM Hagerstown, WINX Rockville, all Maryland; WJMO and WCUY (FM), both Cleveland Heights, Ohio; WANT Richmond, WYOU Newport News, both Virginia; and WMUR-TV Manchester, N.H. Ann. Mar. 31.

KLIQ Portland, Oreg.—Seeks assignment of license from **KLIQ Bcstrs** (partnership) to **KLIQ Bcstrs.** (corporation). No financial consideration involved. No change in stockholders. Ann. April 1.

WOPI-AM-FM Bristol, Tenn.—Seeks assignment of license from **Radiophone Bcstg.** to **Pioneer Bcstg. Corp.** Radiophone is wholly-owned subsidiary of Pioneer. No financial consideration involved. Ann. Mar. 31.

Hearing Cases

FINAL DECISIONS

■ By memorandum opinion and order, commission denied petition by WJMJ Bcstg. Corp. to reopen record on its application and that of Young People's Church of the Air Inc., for new class B fm stations in Philadelphia, Pa. Comr. Craven dissented. (May 27, 1959 initial Decision looked toward granting Young People's application and denying WJMJ.) Ann. Mar. 30.

■ By decision, commission granted application of Westminster Bcstg. Co. to increase power of station WCME Brunswick, Me., from 500 w to 1 kw, continuing operation on 900 kc, D. Chairman Ford dissented; Comr. Hyde not participating. Feb., 4, 1959 initial decision looked toward this action. Ann. Mar. 30.

■ By order, commission made effective immediately Feb. 10 initial decision as modified by commission and granted application of Hess-Hawkins Co. to increase daytime power of station WAMV East St. Louis, Ill., from 250 w to 500 w, continuing operation on 1490 kc, 250 w-N. Ann. Mar. 30.

■ By decision, commission denied application of Cy Blumenthal, tr/as Denbigh Bcstg. Co. for new am station to operate on 1570 kc, 250 w, D, in Denhigh, Va. Comm. Craven not participating. March 26, 1959 initial decision looked toward this action. Ann. Mar. 30.

■ By report and order, commission finalized rulemaking and amended tv table of assignments by "dropping in" ch. *13 for noncommercial educational use in Fargo, N.D., and deleting reservation now on ch. 34 in that city. At same time, it modified license of KXMC-TV Minot, N.D., to specify operation on ch. 13 minus instead of ch. 13 plus, subject to submission of technical data by KXMC-TV. Ann. Mar. 31.

■ By report and order, commission denied petition by Texas State Network Inc. (KFJZ-TV ch. 11) Fort Worth, Tex., and terminated rulemaking proceeding on its proposal to switch educational ch. *2 from Denton to Fort Worth, for commercial use there, and commercial ch. 11 from Fort Worth to Denton for educational use. Comm. Hyde dissented. Ann. Mar. 31.

■ By report and order, commission terminated its proceeding in Docket 9897. It concerned proposed rulemaking, instituted Oct. 6, 1950, which looked toward temporary limit on number of hours of programs which tv station would be permitted to accept from any one network. It was intended to meet certain problems posed by then existing "freeze" on tv operations and is no longer necessary. Ann. Mar. 31.

■ By memorandum opinion and order, commission denied May 23, 1955 petition by Gerico Investment Co. for institution of rulemaking proceeding to prohibit tv station from broadcasting programs of more than one network if another tv station in same area is ready and willing to affiliate with and broadcast programs of second network. Commission held that petitioner failed to indicate that proposal was either necessary or appropriate; also that proposal is inconsistent with Section 3.658 of rules designed to protect freedom of stations affiliated with one network to broadcast programs of competing networks. Ann. Mar. 31.

■ By memorandum opinion and order, commission (1) dismissed protest by KTAG Assoc., permittee of KTAG-TV (ch. 25) Lake Charles, La., to February 3 grant of cp to Texas Goldcoast Tv Inc., licensee of KPAC-TV (ch. 4) Port Arthur, Tex., to move trans. from 16 miles north of Port Arthur to 27 miles northeast of Port Arthur and 32 miles northwest of Lake Charles, increase ant. height from 700 to 990 feet and make other equipment changes; and (2) denied KTAG-TV petition for reconsideration. Comr. Lee concurred with statement. Ann. April 4.

■ By memorandum opinion and order, denied petition by James H. Ranger, William R. Sinclair and Ed J. Zuchelli, d/b as Radio Cabrillo, for reconsideration of commission action of Dec. 22, 1959 dismissing application for new am station to operate on 1480 kc, 500 w, D, in Atascadero, Calif. Chairman Ford absent. Ann. Mar. 31.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued an initial decision looking toward granting applications of (1) Garden City Bcstg. Co., Inc., to increase power of station WAUG Augusta, Ga., from 1 kw to 5 kw, continuing operation on 1050 kc, D, conditioned that application be retained in hearing status and held in pending file without final action pursuant to commission's public notice of June 18, 1957, pending ratification and entry into force of agreement between the United States and Mexico with respect to operation on Mexican clear channels with 5 kw power during daytime hours, and (2) Macon County Bcstg. Co. for new station on 1050 kc, 250 w, D, in Montezuma, Ga. Ann. April 1.

OTHER ACTIONS

■ Granted applications of Maine Radio and Tv Co. for renewal of license of station WCSH-TV (ch. 6) Portland, Me., subject to outcome of proceeding which looks toward reassigning ch. 6 from Bedford, Mass., to Providence, R.I., which might involve short separation with co-channel station WCSH-TV. Ann. Mar. 31.

■ Granted application by Liberty Bcstg. Co. for license of KLBG (1050 kc, 250 w, D, DA) Liberty, Tex., with waiver of Sec. 3.188(b) of rules with respect to minimum signal strength provided over Liberty business area. Ann. Mar. 31.

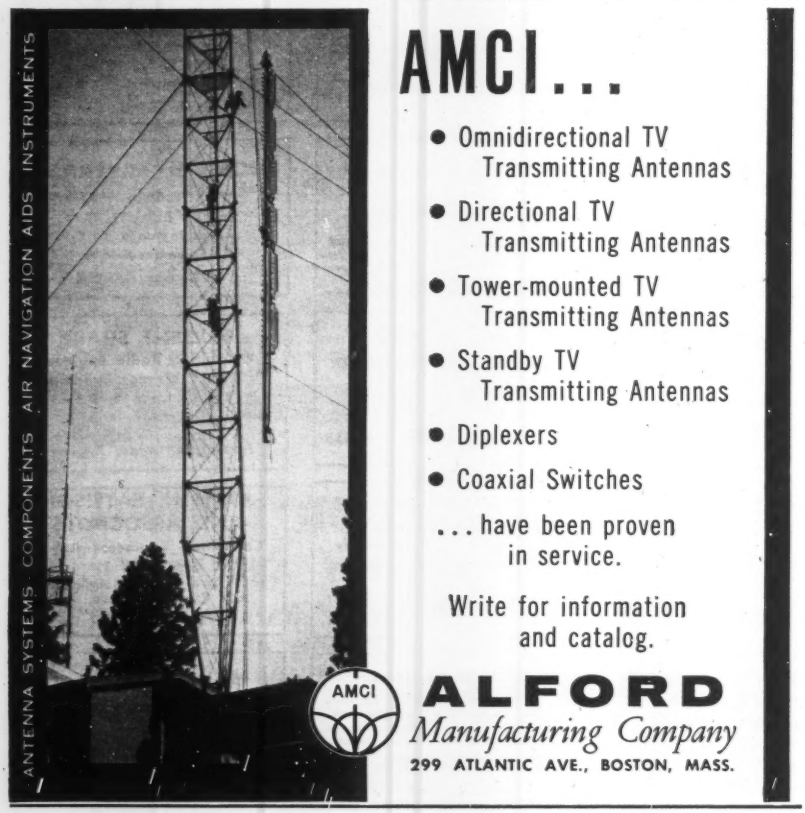
■ Commisson granted applications by WDOD-FM Chattanooga, Tenn. and WJMC-FM Rice Lake, Wis. to engage in functional music operation on a multiplex basis. Ann. Mar. 31.

■ Commission extended for 90 days, from March 31, 1960, period of grace for existing repeaters (boosters) which operate on vhf channels. Comr. Bartley dissented. Current rulemaking proceeding proposes to permit operation of low power translators in vhf bands. Ann. Mar. 31.

■ By order, commission on petition by Assoc. of Federal Communications Consulting Engineers, extended time for filing comments and replies to June 20 and July 5, respectively, in rulemaking proceeding on interim policy on vhf tv channel assignments and amendment of Part 3 concerning tv engineering standards. Ann. April 1.

■ By order, commission granted in part petition by Maine Radio and Tv Co. (WESH-TV, ch. 6) Portland, Me., and extended time for filing comments and replies to June 20 and July 5, respectively, in rulemaking proceeding affecting tv table of assignments in Providence, R.I., and New Bedford, Mass. Ann. April 1.

■ By order, commission extended time for filing comments and replies to June 20 and July 5, respectively, in rulemaking proceeding affecting tv table of assignments in Grand Rapids, Cadillac, Traverse City and Alpena, all Michigan. Ann. April 1.



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 6

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,405	62	76	829
FM	645	68	174	112
TV	472	54	104	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 6

	VHF	UHF	TV
Commercial	448	77	525
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

	AM	FM	TV
Licensed (all on air)	3,404	645	472[1]
CPs on air (new stations)	58	51	55[2]
CPs not on air (new stations)	79	152	97
Total authorized stations	3,541	848	672
Applications for new stations (not in hearing)	583	78	58
Applications for new stations (in hearing)	231	34	65
Total applications for new stations	814	112	123
Applications for major changes (not in hearing)	683	35	35
Applications for major changes (in hearing)	188	10	20
Total applications for major changes	871	45	55
Licenses deleted	0	1	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

■ By memorandum opinion and order, commission, on its own motion, modified its March 25 decision (which, by Comr. Ford (chairman), Hyde and Bartley, with Comrs. Craven and Cross dissenting, granted application of Times and News Publishing Co. to change facilities of station WGET Gettysburg, Pa., from 1450 kc, 250 w, Unl., to 1320 kc, 500 w-N, 1 kw-LS, DA-2, and denied applications of Monocacy Bcstg. Co. for new station to operate on 1320 kc, 1 kw, DA-2, Unl., in Gettysburg, and Price Bcstg. Inc., for new station on 1320 kc, 1 kw D, in Frederick, Md.) to make clear that Comrs. Craven and Cross would grant the application of Price Bcstrs Inc., and deny other two; affirmed March 25 decision in all other respects. Ann. April 1.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Tribune Pub. Co. to reopen record in Portland, Ore., tv ch. 2 proceeding, and accepted amendment to its application reflecting death of Frank S. Baker, president, majority stockholder and director, disposition of stock he owned in Tribune, etc., and closed record. Action Mar. 29.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Heart of Texas Bcstrs. for dismissal without prejudice of its application for am facilities in Waco, Tex.; and retained in hearing status remaining applications involved in consolidation. Action Mar. 28.

■ Scheduled hearing for May 31 on applications of Lake Huron Bcstg. Corp. and Gerity Broadcasting Co., for new tv stations to operate on ch. 9 in Alpena, Mich. Action Mar. 30.

■ Granted petition by Orange County Bcstrs. for dismissal without prejudice of its application for new am station in anaheim, Calif. Action April 1.

■ Scheduled oral argument for 9:30 a.m., April 6, on petition by Florence Bcstg. Co., to dismiss without prejudice its application for new am station in Brownsville, Tenn., in consolidated am proceeding and opposition thereto by Broadcast Bureau. Action April 4.

■ Granted petition by Radio Toms River for dismissal without prejudice of its application for new am station in Toms River, N.J. which was in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action April 4.

■ Scheduled oral argument for 9:15 a.m., April 8, on petition by KOWBoy Bcstg. Co. (KOWB) Laramie, Wyo., for leave to intervene in proceeding on am applications of Laramie Bcstrs., Laramie, et al. Action April 5.

■ Upon consideration of notice received on March 30 from Frank A. Taylor of intention to withdraw his application for am facilities in Haines City, Fla., dismissed application with prejudice, and retained in hearing status remaining am applications involved in consolidation—Zephyr Bcstg. Corp., Zephyrhills, and Myron A. Reck (WTRR), Sanford, both Florida. Action April 5.

By Hearing Examiner J. D. Bond

■ Pursuant to agreements reached by all parties at March 29 hearing, continued to date to be fixed by subsequent order further hearings in proceeding on application of Bill S. Lahm for new am station in Wisconsin Rapids, Wis. Action Mar. 29.

■ Granted joint petition by WACO Radio Co. and Radio Bcstrs. Inc., Waco, Tex., and continued dates for certain procedural steps in proceeding on their am applications et al—commencement of hearing upon engineering and nonengineering matters from April 4 (engineering) and May 10 (nonengineering) to May 17. Action April 1.

■ Denied petition by High Fidelity Stations Inc. (KPAP) Redding, Calif., for continuance of April 6 hearing on its am application. Action April 4.

■ Granted petition by Tv Corp. of Michigan Inc., and extended from April 6 to April 11 time to file proposed findings of fact and conclusions of law, and from April 20 to April 25 to file reply pleadings in proceeding on application of WOOD Bcstg. Inc. (WOOD-TV) Grand Rapids, Mich. Action April 5.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Inter-Cities Bcstg. Co. for continuance of certain procedural steps in proceeding on its application for am facilities in Livonia, Mich.; continued hearing from April 18 to June 1. Action April 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau for an extension of time to April 15 to file its proposed findings and conclusions in proceeding on application of WHAS Inc. (WHAS-TV ch. 11) Louisville, Ky.; dismissed as moot March 1 petition for extension of time. Action Mar. 29.

■ Granted petition by Broadcast Bureau and extended to and including March 31 time to file responsive pleadings to peti-

Continued on page 122

Equipping a Radio Station?

BK-6B

Miniature Microphone

only $82.50

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 9/16" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. FB-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s)®

RCA

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted. Man who wants to sell not spend to manage a full time midwest regional in single station market over 12,000. Terrific opportunity. Compensation excellent. Growing city, wholesome community life, new schools—ideal for family man. Other business activities force owner to give up active management. Box 876S, BROADCASTING.

Medium market mid-western daytimer needs experienced general manager. Send full details and references. Box 898S, BROADCASTING.

Assistant manager for eastern station. Need experienced airman willing to work hard to show capability for eventual management. Sales experience preferred but not essential. Must have car, good employment and personal record. Must be married, must be willing to visit station for personal interview eventually. Good salary plus bonus arrangement. Excellent opportunity for an announcer-salesman who wants to move up. Send tape, resume and photo. Box 919S, BROADCASTING.

Wanted: Young, aggressive man. Permanent job in Montana's top organization. Sales manager/manager calibre. Earn $7800-$12,000. Proven credit ref. Age 22-35. Need typing, creative ability. Must be aggressive, long-hour man with soft-sell approach. 40,000 pop. college town. Ski, fish, hunt. Summary, picture, present earning to Bob Churney, KGVO, Box 1405, Missoula, Mont.

Wanted, experienced commercial manager for Station WBBT, Lyons, Ga.

New York market station WNJR-Newark seeking a man who is now a medium market manager or a major market operations manager. Ability to supervise all depts. important. Send resume and photo to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Are you ready to step up in sales work. Here is an opportunity. Texas. Box 880S, BROADCASTING.

Salesman wanted Florida east coast top independent. Send details Box 940S, BROADCASTING.

Local sales manager for midwest (north, south central) 10,000 watt radio station. Prefer man with assistant sales direction experience in this region. He will direct sales activities of three men. Must be strong in creative selling. Station is programmed on service, news and middle music. Give full details and current earning status. Box 948S, BROADCASTING.

Commercial manager. Require experienced, successful salesman for N.W. college town near and covering Portland-Vancouver market. Guarantee. Exceptionally hi commission. Immediate opening. Box 985S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Wanted, aggressive man for radio time sales. Southwestern Minnesota market. Some experience preferred. Box 991S, BROADCASTING.

Wanted: Salesman-sports announcer. Main job sales, but must call football and basketball, base plus commission, good potential for man who likes to sell. Send tape, photo and resume to KOLT, Scottsbluff, Nebraska.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Radio is better than ever and we're a good radio station. We're looking for a mature, experienced radio announcer who wants to grow with a solid, stable organization. All the benefits of course, but mostly good radio. If you're interested in immediate staff opening, if you're mature and experienced, and if you're not a disc jockey, send tape, resume and salary expected to Box 851S, BROADCASTING.

Opportunity ahead for all-around radio man; sharp dj who wants extra earnings for selling or production. Advancement possible in growing rocky mountain organization. Fringe benefits include profit sharing. Box 861S, BROADCASTING.

Opportunity for married staff announcer. Send resume. Texas. Network station. Box 879S, BROADCASTING.

Announcer with first phone ticket. No engineering experience necessary, no maintenance required, just ticket and good air work. Need experienced announcer with good employment and personal history. Excellent chance for advancement to management position in this chain. Send tape, resume, photo. Box 920S, BROADCASTING.

FM announcer wanted for quality music station New England outlet for QXR Network. Salary $70-75 weekly with good possibility of additional fees for extra work on our tv station. Send tape, resume, photo. Box 942S, BROADCASTING.

We want a topflight announcer, mature mind, company man, congenial. Good production, tight shows. Join Florida's top metro. Mkt. team, send tape and personal presentation, then must have personal audition. No tapes can be returned. Address to Box 943S, BROADCASTING.

Top morning man for #1 audience rated 5 kw independent. Major New England market. Excellent salary. Merit raises. Resume/tape. Box 986S, BROADCASTING.

Permanent position for experienced announcer. Prefer first class ticket but will consider top man without. Same position involves radio announcing shifts plus opportunity for television commercials. Send full details including audition and photos KGHF-KKTV, Pueblo, Colo.

Announcer needed by regional station. Prefer man interested in selling time. KTOE, Mankato, Minn.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa, Fe, N.M.

Help Wanted—(Cont'd)

Announcers

New Dallas station has immediate opening for an experienced announcer and a news man. Good basic radio voice imperative. Bright, swinging young-adult music, no top 40. Send tape, resume, and photo to KVIL, 4152 Mockingbird Lane, Dallas, Texas.

Wanted: April 8. Announcer-operator. Ability to build strong personality middle-of-the-road record show. Am-fm schedule. Positive commercial delivery. Contact Program Director; KWPC, Muscatine, Iowa.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

Wanted: Experienced announcer/engineer desiring to relocate in small, friendly Illinois community. Must enter into civic affairs and become part of close-knit station operation and community. Will be station's only engineer and will pull regular announcing schedule. State salary requirement, but keep in line with experience. Send tape, photo and resume to George Walker, Manager, WCRA, Effingham, Illinois.

WEEL, Fairfax, Virginia expanding staff. Newest fulltime, 24 hour a day station in metropolitan Washington, D.C., area has immediate need for good men with solid experience and background, one man with first phone. Interesting operation, formula but not format station. Pleasant working conditions, opportunity to grow with fast developing station. If you're young, bright, not afraid to work hard, have initiative and ideas, this may be the station you've been looking for. Must have experience. Send complete details including salary requirements, first letter including tape. Tape will not be returned unless specifically requested.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Announcer-Copywriter. Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Opportunity for young sales minded man who can also work board part-time. Illinois kilowatt daytimer. Send all information including tape and salary expected to Manager, WMOK, Metropolis, Illinois.

Top station in central Wisconsin looking for morning or night man. First phone not required but helpful. Send tape, resume, photo, etc. to WRIG, Wausau, Wisconsin.

Announcer—for dj-staff. Experienced. Relaxed good music format. Work days. Benefits. Tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana, NBC.

WWOL, Buffalo, New York, under new ownership, needs staff announcer. ABC affiliate with middle-of-the road continental music format. Must be sufficiently versatile to handle some news assignments. Write or call Arnold C. Johnson, MOhawk 1200.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S. BROADCASTING.

Chief engineer with announcing ability for a Wisconsin radio station. Excellent opportunities. Send tape and resume. Box 877S, BROADCASTING.

Help Wanted—(Cont'd)

Technical

1st class ticket and 1st class voice, gets 1st class salary at one of Florida's finest independents, modern radio—3 years #1. Send tape and resume Box 944S, BROADCASTING. No tapes can be returned.

Immediate opening for aggressive transmitter engineer, WAMS, Wilmington, Del. Chance to join radio-tv chain. Send snap and resume to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

Need chief engineer with mike experience by May first for WHLF, South Boston, Virginia. Salary good for the right man. Call 2-9988 or write John L. Cole, Jr., WHLF.

Production-Programming, Others

Jersey station seeks newsman to gather and write local, requires voice and board operation. Send tape, photo, resume, to Box 928S, BROADCASTING.

Top sales and production personnel. KASE, Austin, Texas.

Expanding midwest station needs fast, capable copywriter for spot commercials. Excellent working conditions. Above average fringe benefits. Send resume and samples to Larry Robinson, Continuity Director, KGLO-AM, FM, TV, Mason City, Iowa.

Female. Experienced copy chief, fulltime, permanent references, continuity samples and recent photo in first letter. Michael Dillon, Pgm. Dir., KOB Radio, P.O. Box 1351, Albuquerque, New Mexico.

Need a local news man for small, news-minded station. One-man department, salary commensurate with experience. Contact Manager or Program Director WDLC Port Jervis, N.Y.

Floorman-A.D. Wanted, experienced man with some directing ability. Good opportunity for advancement. Write Jim Lynagh, WTOL-TV, Toledo, Ohio.

Need immediately, traffic-continuity girl. Call or wire availability and background to Jerry Granger, WWCA, Gary, Indiana.

RADIO

Situations Wanted—Management

Experienced manager and commercial manager. Seventeen years all phases radio and television. Married, college degree. Completing six years manager and commercial manager same company. New owners makes change necessary. Excellent references. Box 945S, BROADCASTING.

Wanted: Station in midwest to manage on percentage with option to buy, or will lease. Excellent references, all replies confidential. Write Box 947S, BROADCASTING.

General manager. Sales background. Medium market stations. 13 years broadcasting. Box 926S, BROADCASTING.

Manager, emphasis sales. 12 years radio, 2 years manager, 4 years time broker, newscaster, 1st phone, civic minded, mixer, former actor, dress well, new car, two hungry teenagers, wife fine steno, own home but will go anywhere if challenge interesting. No top forty please. That's the reason for this my first ad. Presently metro market but like smaller communities if schools are ok. Will answer all inquiries with complete resume. Box 959S, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration, production. Capable. Box 981S, BROADCASTING.

Manager—Family man, nine years radio. Announcing - programming - production - sports. Sales my forte. Prefer small population ten to twenty thousand. Salary plus commission. Option to invest preferred. Reply Box 843, Sterling, Colorado.

Sales

Sales work wanted. 29, experienced, interested in management, investment, midwest, west. Box 941S, BROADCASTING.

Producer-director completely experienced in all phases of production desires opportunity in sales. Box 976S, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Regional network or multiple station owner. According to SRA, 62% of all national sales are made in the New York market. By establishing your own office there you can achieve exclusive representation and make sure you get your share at minimum cost. This ad placed by individual with over 14 years experience selling to New York agencies. Background includes management, promotion, sales, public relations. Box 515S, BROADCASTING.

Radio sales/management: 99 and 44/100% salesmanship can be yours for the opening of the right door. Yes. I have management experience, but I prefer not to be chained to a desk—let me get out where I can bring home the bacon. Strong background in radio—local national sales and rep experience. Presently employed, but want a brighter future. Let's get together. You supply the incentive, I'll supply the sales. Am not opposed to relocating, but most of my experience and contacts are in New York, therefore would prefer to stay. Top references from top people. Box 987S, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Recent graduate SRT school, young, industrious, well equipped to handle any and all phases of radio and tv, announcing, including advertising copy, writing, on the spot interviews, disc jockey work, sportscasting, ad lib shows, forum type discussions, etc. Willing to trade time for experience. Prefer New England, but open to all offers. Box 949S, BROADCASTING.

DJ, announcer. Good on news, sports, commercials. Also salesman. Box 950S, BROADCASTING.

Young, versatile dj now employed. Copy, promotion. Box 951S, BROADCASTING.

Good announcer wants to be good in the San Francisco bay area, not in the east where he is now. Can handle any type programming with personality. Box 952S, BROADCASTING.

Sportscaster. Seven years play-by-play experience—basketball, football, baseball, hockey. Seek opportunity with sports-minded station medium or major market. Thorough knowledge all phases radio. Family man. Veteran. Box 953S, BROADCASTING.

Expensive sound, deep tones. "The voice," wanting more experience. Illinois or California. Box 956S, BROADCASTING.

No stars in eyes! Operate board-some experience-first offer. South. Box 957S, BROADCASTING.

Part time: Capable announcer desires weekend or fill-in work in metropolitan N.Y. area. Experience in sports, news, dj. Box 958S, BROADCASTING.

Summer replacement with five years experience in medium market. Available June through August. University student desires improvement. Strong dj, sports, can handle news, writing. For tape, resume, write Box 961S, BROADCASTING.

C&W disc jockey, 8 years experience. Rated number one air-salesman in present market. Some time sales preferred. Also tv experience. Box 964S, BROADCASTING.

Experienced morning man 5 kw fulltimer seeks larger market midwest. Currently in quarter million market. Experience tight production and format. $95 start. Box 968S, BROADCASTING.

First phone, 6 years experience combo, professional radio school graduate, college journalism degree, 5 years competitive radio market time sales, top salesman, write own copy, play-by-play, self starter, 32, married, children. Prefer music and news outlets, but have sold and worked them all. Must have $125.00 weekly for announcing plus 15% for sales. No "far" south stations considered. Box 970S, BROADCASTING.

Experienced first phone morning man. Married, reliable. No split shift. Box 972S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

A record personality with today's enthusiasm and production know-how, plus yesterday's intelligent air-salesmanship. Four years top experience, Atlantic seaboard major markets, ranging from staff to pd. Currently at 50 kw affiliate in major market. University grad, 25, married, solid references. All responses acknowledged. Box 973S, BROADCASTING.

Announcer, salesman. One year experience, married, veteran, radio school. Prefer south. Desire change. Box 977S, BROADCASTING.

Announcer/program director. Versatile, experienced. Offers top quality. Seeks growth. Box 982S, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Excellent training. Box 983S, BROADCASTING.

Top 40 dj-young, ambitious. Has schooling. Presently employed. Desires Penna., Maryland, or New Jersey area. Box 984S, BROADCASTING.

Talented beginner. Strong on news and commercials, versatile dj, mature voice, smooth style. Veteran. Box 988S, BROADCASTING.

Personality dj—Something a little different; good ratings in one of top ten markets. Five years experience, 26, college grad. Box 992S, BROADCASTING.

Beatnik-humorist air personality-salesman wants night or all night spot. Idea man wants to work for idea men. 3½ years experience. Presently employed in medium New England market. Strictly pro-voice with Jazzbo-Sahl style. Tapes etc., available to creative, real-sell stations. no jukeboxes. Box 993S, BROADCASTING.

First phone! Five years experience in all phases of radio. Personal interview required. California only. $125.00 weekly. Midnight to dawn preferred. No r&r, r&b or c.w. Irv Geller, 3723 Lemon Avenue, Long Beach 7, California. GArfield 421-14.

Announcer-pd No. 1 Hooper-rated. Vet, relocating. In radio since 1953. Brad Harris, 559 Hendrix Street, Brooklyn 7, N.Y. HY 8-5479.

Man, age 30, good voice. Two years radio school. Short on experience, have third ticket. Will travel. What have you? Tape on request. Robert Holland, Box 745, Inglewood, California. Telephone Torrey 6-7170.

Announcer, moderate experience. Audition tape on request. David Lipman, 1829 Caton Ave., Brooklyn, N.Y. BU 4-1016.

Young, reliable, professional broadcasting school graduate, desires start in radio. Contact David Pfeiffer, 5938 South Sawyer, Chicago 29, Illinois.

Staff announcer, first license, copy, all staff duties. Some college, Quinn, 2419 Encinal Ave., Sacramento, California. GArden 8-4193.

Technical

Position wanted in midwest or Florida. First phone, 14 years experience, 10 years as chief. Write Box 909S, BROADCASTING.

Florida first phone announcer available. $90 minimum. Box 954S, BROADCASTING.

Experienced engineer 1st phone desires position in east, can announce if required. Available immediately. Box 969S, BROADCASTING.

Engineer—1st phone. Experienced. Have had light announcing schedule, plus sales. Don't drink, married, age 43. Prefer southwest. Stewart Bean, Box 309, Hereford, Texas. Phone EM 4-1377.

Versatile, dependable, 39 years old, first phone, married. Served 7 years radio as chief engineer, announcer, boardman. 9 months tv as switcher. Bob Pearson, 63 East Greenwich Avenue, West Warwick, Rhode Island, Valley 1-6034.

Chief engineer-announcer 1st phone. $100 week minimum, no top 40. Howard Spidle, 720 6th, Sunnyside, Washington, Temple 7-3751.

Situations Wanted—(Cont'd)

Production-Programming, Others

Hard working news director-air personality. Wants to work! Experienced newscaster-editor-reporter-interviewer. Double as deejay. Nine years broadcasting experience. Journalism degree. Good references. All inquiries carefully studied and replied. Box 966S, BROADCASTING.

Newsman-program director. 15 years radio-television includes broadcasting, reporting and writing. Prefer to settle in Florida. Box 978S, BROADCASTING.

News director McLendon background-newspaper experience-capable administrator-4 years tv. Presently employed, nationally recognized. Available for major market. Box 980S, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Bright fast-paced dj ready for pd for top-rated modern music station. Opportunity for television experience and training. Send tape, picture and resume Box 904S, BROADCASTING.

Wanted: Newscaster-reporter. Florida tv station, top market. Send full details, sof or tape and picture. Box 946S, BROADCASTING.

Technical

Supervisory engineer wanted. Engineer with qualifications for supervisory duties with pioneer basic major network station in upper south. Must have a first class radiotelephone license with experience on studio, VTR, and transmitter equipment. Excellent working conditions with holidays, vacations, and insurance. Send full resume with picture to Box 974S, BROADCASTING.

TO THE IMAGINATIVE INDIVIDUAL CAPABLE OF ADVANCED TELEVISION ENGINEERING:

RCA has several unusually attractive openings in its Broadcast Studio Engineering Division.

New assignments include development and design of color cameras, television tape recording, and other TV studio equipment . . . as well as systems and project engineering involving the planning of TV equipment for automatic programming.

These openings call for television specialists with initiative, ability and above all, imagination. Preferred candidates will have an advanced degree in electrical engineering. Tangible achievements in broadcasting, or TV development and design, will gain special consideration.

If you qualify, and are interested in advancing your professional career with a steadily-growing organization that is a leader in its field, we invite you to arrange a confidential interview by sending a résumé to:

Mr. M. H. Kessler, Dept. BR-40
Professional Placement Office
RCA, Building 10-1
Camden 2, New Jersey

EQUAL OPPORTUNITY For All Qualified Applicants

RCA ® **RADIO CORPORATION OF AMERICA**
Industrial Electronic Products

Help Wanted—(Cont'd)

Technical

Wanted—Engineer with first class license for summer vacation relief. Possibility of permanent employment. Excellent opportunity to gain experience in both radio and tv. Position available April 15th. Contact Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

WTOC-TV, Savannah, Georgia, needs first class engineer or qualified experienced technician. Reply by letter giving complete qualifications, references, photograph and salary requirement to chief engineer.

TV studio engineers for design, test, and **field engineering. Rapidly expanding** progressive company. All benefits, plus rapid advancement for qualified engineers. **Foto-Video Laboratories,** Inc. **CE. 9-6100, Cedar Grove, New Jersey.**

Production-Programming, Others

Key personnel needed for new tv station. Write Jim Brady, KIFI, Idaho Falls, Idaho.

TELEVISION

Situations Wanted—Management

Is your station editorializing on newscasts? Screening commercials before acceptance? Both will be S.O.P. as industry matures. Tv station owner with similar convictions can size up blunt, follow-throughing, successful commercial manager in 250,000 set city seeking small market station management, preferably southeast. Solid eleven year record, character to match. Box 979S, BROADCASTING.

Announcers

Announcer . . . 7 years experience in small market radio and tv. 35, family man, sober, best of references. Excellent commercial and news delivery. Wants opportunity to earn in larger market. Now in upper midwest. Will move anywhere. Please write Box 962S, BROADCASTING.

Moving up. Journalism grad (Ph.b) 10-years radio-tv wants larger market. Excellent on camera delivery. Photo, news-writing know-how. 26, married, family. SOF available. $650.00 start. Box 971S, BROADCASTING.

Four years television schooling, 28 years old, married, 1 child. Television opportunity is what I need. Give me a chance. I'll produce. Excellent references. Box 990S, BROADCASTING.

TV personality-35, creative on-camera performer, delivers selling commercials. Also news, sports, weather. Harvard graduate, excellent references. Smog forces relocation. George Hershey, 77278 Hollywood Blvd., Hollywood, California, HO 3-7673.

Technical

TV engineer 1st class ticket, 10 years experience, 3 radio, 7 tv. Immediately available. Any reasonable salary considered. Resume on request. Box 955S, BROADCASTING.

Graduating trainees available. Not licensed, but competent and reliable. Handle equipment like veterans. Production wise. Contact Intern Supervisor, WTHS-TV, Miami.

Have ticket. Will travel. Would like tv control. Minimum experience in tv. 15 months experience in am transmitter. Write: Lee Master, 3932 Xenia Ave. No., Robbinsdale 22, Minnesota.

Production-Programming, Others

Newsman. 15 year background, 8 years radio-tv news. Box 925S, BROADCASTING.

Television weatherman-cartoonist. Man of many talents. Experienced children's personality, announcer, director, newscaster, writer. Nine years broadcasting experience. College grad, journalism degree. Let me send you my interesting resume. Box 967S, BROADCASTING.

TV director available immediately with minimum cost per dollar to owner for maximum results to audience. Fourteen years of production know-how is pointed out in my resume and personal interview. Distance no problem. Box 989S, BROADCASTING.

FOR SALE

Equipment

For sale, Gates remote control. Cabinets included. Looks like new. One half original cost. Box 866S, BROADCASTING.

5 kw tv transmitter channels 2-6. 25 kw amplifiers 2-6 and 7-13. Also sync generators, Polyefex scanners, etc. Box 878S, BROADCASTING.

RCA type 300 three tower phase monitor; three antenna 0-8 ammeters. Reasonable. KFRO, Longview, Texas.

RCA 76-B console, complete, $495. Magnecord PT-6 portable recorder and mixer, $295. Presto 6-N disc recorder, $150. KMED, Medford, Oregon.

Two DuMont Type TA-191A Cinecon flying spot scanner film projectors in excellent condition and complete with two video amps., power supplies, local and remote control panels, spare parts and tools. Equipment lists and costs. 2 Projectors 5363-B, $2,500—$5,000. 2 Ped 5337-A, $900—$1,800. Including: 2 local controls 5356-A, 2 audio amps 5421-A, 2 power supply 5422-A, 2 exc. lamp sup. 5423-A. 2 Video Amps. 5310-C, $375—$750. 2 power Sup. 5019-A, $300—$600. 1 Remote Panel 5355-B, $200—$200. Total $8,350. Please reply to E. Newton Wray, % KTBS-TV, Shreveport, La.

For sale equipment—Going under one roof —will sacrifice Gates remote control unit model RDC 10—complete with RF amplifier —five years old and in perfect condition— Price $750.00. W-PAP in Fernandina Beach, Florida.

Why buy a used transmitter? Build your own 1000/250 watt transmitter. See Bauer ad, page 121, March 28 issue of Broadcasting.

Commercial test, monitoring, terminal, microwave, and assorted transmitting and studio equipment. Tubes and components also bought and sold. Electro-Find, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

General Electric, 4BC1A1, two-studio, 6 channel console $250.00. Fairchild recording table, lathe, head, amplifier, complete, $150.00. Both $350.00. Good condition. Louis Pannone, 609 North James, Rome, New York.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Microwave transmission line—Andrew 1⅝" rigid 51.5 ohm, teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Equipment

Wanted to buy—1⅝" co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

Audio console WE 25B, C or D, or equal. Write, wire, or call, Mr. Ell, 58 Ferry St., Newark 1, N.J., MArket 3-7470 with availability, price and condition.

WANTED TO BUY

Equipment—(Cont'd)

Any type or quantity of terminal monitor, test, studio or microwave equipment including tubes. Electro-Find, 550 Fifth Avenue, N.Y.C.

Need six-bay high-band television antenna, RCA type TF-6A1 or equivalent. Write, stating age condition and price. Hammett & Edison, Consulting Radio Engineers, P.O. Box 68, International Airport, San Francisco 28, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Anyone knowing the whereabouts of Linwood T. "Ted" Crutchfield is asked to communicate with me at once. If you are his employer this will be of vital interest to you. Box 930S, BROADCASTING.

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Want commissionable religious rates on 5 kw to 50 kw stations. Gospel Broadcasters Agency, Schell City, Missouri.

RADIO

Help Wanted—Announcers

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?
ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.
"Let us analyze present tape. NO CHARGE."
*** Call . . . MR. KEITH . . . SU 7-6938.
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

Production-Programming, Others

NEWS DIRECTOR

With dynamic, big voice—to head top news operation on top station. Send resume, tape and salary requirements immediately to . . .

Larry Monroe
KIOA
Des Moines, Iowa

RADIO

Situations Wanted

Production-Programming, Others

TOP-FLIGHT PERSONALITIES (husband-wife team). Through fluke situation currently grounded rural area; want out. We're better than average, but willing to talk terms. Major market radio-tv, big-time Show Biz backgrounds. Mature, excellent teamwork, fine references, productive, versatile, cooperative. Have extremely strong family-type Children's TV show appealing moppets through oldsters. Pulls sponsors. Can work with/without film, cartoons. And/or intelligent, warm, entertaining adult radio/tv show appealing to buying public. Not afraid of competition or hard work. (Husband also experienced radio-tv announcer; can fill if desired.) Our show(s) or willing to work in with yours. Prefer East, but will consider any size-able market. Let us be an asset to your operation. Available reasonable notice.

BOX 963S, BROADCASTING

TELEVISION

Situations Wanted—Technical

Production-Programming, Others

CAN YOU USE ME ON YOUR TV?

Six years all-round showbiz-public relations experience; pro dancer; good ad-libber; secretarial knowledge.

READY TO START NOW!

LILI JANE
Walnut 5-4170
537 East 21st Street
Indianapolis, Indiana

Employment Service

CAREER OPPORTUNITIES

Announcers — Sales Manager — Time Sales — Engineers — We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS
6230 Troost Ave. Kansas City 10, Mo.
HI 4-2900

MISCELLANEOUS

BROADCAST PRINTING

Continuity Paper **4 40 per 1000**

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Broadcast Printers
Hudson Falls, N.Y.

STATIONS

CALIFORNIA DAYTIMER

Very desirable single station growth market. No other frequencies available for the area. Should gross $100,000 this year. A low down-payment with a 12-year payoff and good real estate makes this property an attractive buy at $175,000.

Box 921S, BROADCASTING

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS — MANAGEMENT
APPRAISALS — FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

Middle Atlantic States
Florida

W. B. GRIMES & CO.
1519 Connecticut Avenue, N.W.
Washington 6, D.C.
DEcatur 2-6312

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

FOR SALE

West Coast fulltime regional. Big money maker. Excellent coverage of one of best sections on the coast. Station dominant in city and entire section. Loaded with equipment. $400,000 Terms.—Southern regional, medium market. In black. Highly diversified area. A dandy property at $87,500 29%—Texas single market fulltimer showing nice profit. $48,000 incl. real estate. Approx. 1/3 down.—Southwest regional major market. Making money. Real estate incl. at $225,000. 29%—To buy or sell, contact PATT McDONALD, Box 9266, Austin, Texas. Or, Jack Koste, 60 E. 42nd NY 17, NY, MU. 2-4813.

STATIONS FOR SALE

CALIFORNIA. **Small, ideal man and wife operation. $20,000 down.**

NORTHWEST. **Man and wife operation. Doing $36,000 a year. Asking $50,000 with 29% down.**

ROCKY MOUNTAIN — SOUTH. **This station nets $15,000 a year. Full time. Asking $75,000 with 29% down.**

***FLORIDA*—Full time. Well established. Doing over $90,000 a year. Asking $175,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar

for

Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 117

tion by William C. Forrest (WIBW) Topeka, Kan., and WBOW Inc. (WBOW) Terre Haute, Ind., directed against commission's memorandum opinion and order released Feb. 9, enlarging issues in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Mar. 24.

■ Granted petition by Fairview Bcstrs. for leave to amend its application for new am station in Rensselaer, N.Y., to show new trans. site; application is consolidated for hearing with application of Sanford L. Hirschberg and Gerald R. McGuire for new am station in Cohoes-Watervliet, N.Y. Action Mar. 31.

By Hearing Examiner Millard F. French

■ Granted motion by WTSP-TV Inc., and extended from April 1 to April 15 the time to file reply to conclusions in Largo, Fla., tv ch. 10 proceeding. Action Mar. 31.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended time for filing reply findings of fact and conclusions from April 11 to April 22 in proceeding on applications of James J. Williams and Charles E. Springer for am facilities in Williamsburg and Highland Springs, Va. Action Mar. 29.

■ Denied motion by Arenze Bcstrs. and James M. Hagerman and John I. Groom, partnership, for indefinite continuance of hearing on application of Cal-Coast Bcstrs. for new am station in Santa Maria, Calif. Action Mar. 30.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for April 19, 9:30 a.m., in Medford, Ore., tv ch. 10 proceeding (TOT Industries Inc., Radio Medford Inc., and Medford Telecasting Corp.) Action Mar. 30.

By Hearing Examiner Jay A. Kyle

■ Scheduled May 16 for Martin Karig, Johnstown, N.Y., to submit his direct affirmative case in writing to other parties in proceeding on his application for new am station in Johnstown, and June 1 for each party to notify other parties as to individuals desired for cross examination. Action Mar. 31.

■ On own motion, scheduled further prehearing conference for April 18 on applications of American Broadcasting-Paramount Theatres Inc. (KABC-FM) Los Angeles, and Tri Counties Public Service Inc. (KUDU-FM) Ventura-Oxnard, Calif. Action April 4.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for April 26 in proceeding on applications of Independent Bcstg. Co. and High Fidelity Music Co., for new fm stations in Darien, Conn., and Port Jefferson, N.Y. Action April 4.

By Hearing Examiner Herbert Sharfman

■ Continued from March 31 to May 12 hearing on application of CHE Bcstg. Co., for new am station in Albuquerque, N.M. Action Mar. 31.

By Hearing Examiner Elizabeth C. Smith

■ Dismissed petition by Department of Education of Puerto Rico (WIPR) San Juan, P.R., to enlarge issues in proceeding on am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Action Mar. 29.

■ Granted request by Booth Bcstg. Co. (WSGW) Saginaw, Mich., and extended to April 13 time to file reply findings in proceeding on its am application. Action Mar. 30.

■ Denied petition by Raymond I. Kandel and Gus Zaharis for leave to amend their application for new am station in Zanesville, Ohio, to change from non-DA to DA operation and change trans. site, and rejected amendment; application is consolidated with am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Action Mar. 30.

■ Denied petition by Western Ohio Bcstg. Co., for leave to amend its application for new am station in Delphos, Ohio, to change from non-DA to DA operation, and rejected amendment; denied motion by Citizens Bcstg. Co. to strike preliminary engineering data exchanged by Western and to hold such applicant in default insofar as it requests that engineering data of Western be stricken, without prejudice, however, to exchange by Western of its engineering exhibits which conform with its application not later than five days after release of this memorandum opinion and order; application is in consolidated proceeding with am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Action Mar. 30.

■ Denied petition by Shelby Bcstg. Co. for leave to amend its application for am facilities in Shelbyville, Ky., by decreasing height of its ant. from 330 to 160 ft., utiliz-

ing same trans. location and ground system; application is consolidated with am applications of Florence Bcstg. Co., Brownsville, Tenn., et al. Action Mar. 31.

■ Granted joint petition by Catonsville Bcstg. Co., Catonsville, Md., and Tenth District Bcstg. Co., McLean, Va., and continued from April 5 to April 22 time to exchange final engineering exhibits by applicants in group 3 and continued prehearing conference of such group from April 11 to April 29 in consolidated proceeding on am applications of Florence Bcstg. Co., Inc., Brownsville, Tenn., et al. Action April 5.

BROADCAST ACTIONS

by the Broadcast Bureau

Actions of April 1

WMAB Munising-Alger Bcstg. Co., Munising, Mich.—Granted assignment of license to company of same name.

KCRG-TV Cedar Rapids, Iowa—Granted cp to make changes in trans. (change diplexer) and other equipment changes.

WADS Ansonia, Conn.—Granted cp to install new trans.

KTBC Austin, Tex.—Granted cp to install new trans. to be used as alternate main trans. at night and aux. trans. day from present trans. site; remote control permitted.

KXII (TV) Ardmore, Okla.—Granted mod. of cp to make change in trans.

KICY Nome, Alaska—Granted extension of completion date to June 1.

Actions of March 31

WDOL Athens, Ga.—Granted assignment of license to **University City, Inc.**

KENS San Antonio, Tex.—Granted mod. of license to operate main trans. by remote control while using non-DA.

WSAZ Huntington, W.Va.—Granted mod. of license to operate main trans. by remote control using DA N (DA-N); conditions.

KNCO Garden City, Kan.—Granted mod. of license to operate trans. by remote control.

***WMBI-FM Chicago, Ill.**—Granted cp to replace expired permit for noncommercial educational fm station.

KOSU-FM Stillwater, Okla.—Granted cp to install new type trans.

WHMA Anniston, Ala.—Granted cp to install alternate main trans. (main trans. location); remote control permitted while using non-DA.

***WMBI-FM Chicago, Ill.**—Granted mod. of cp to change type ant. and decrease ERP to 44 kw; condition.

KYSN Colorado Springs, Colo.—Remote control permitted while using non-DA.

WMLF Pineville, Ky.—Granted authority to sign-off at 8 p.m. for period through Sept. 30, except for special events.

KELY Ely, Nev.—Granted extension of authority to sign-off at 6 p.m. for period ending Sept. 30.

■ Following stations were granted extensions of completion dates as shown: KORN-TV Mitchell, S.D., to June 15; KNDI Honolulu, Hawaii, to May 1; *KCPS (FM) Tacoma, Wash., to May 15; WFAB Miami-South Miami, Fla., to Sept. 30; WBRB Mt. Clemens, Mich., to June 1; WXMT Merrill, Wis., to Oct. 1.

Actions of March 30

WHAM, WHFM (FM) Rochester, N.Y.—Granted acquisition of positive control of **Henry I. Christal Co.**, through purchase of stock from **Combined Century Theatres Inc.**

KDWT Stanford, Tex.—Granted assignment of license to **ABKO Bcstg. Co.**

KGBX Springfield, Mo.—Granted cp to install new type trans.

WSAR Falls River, Mass.—Granted cp to install new trans. (main trans. location) for aux. purposes only.

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St · Chicago 175 W. Jackson · San Francisco 100 Bush St

KIXZ Amarillo, Tex.—Granted mod. of cp to change type trans., D & N.

W74AD, W81AC Paw Paw, Largent, Levels, Okonoke and Points, all West Virginia—Granted mod. of cps to change ERP to 108 w and make changes in transmission line.

■ Following stations were granted extensions of completion dates as shown: WKBX Kissimmee, Fla., to July 31; KLAN Lemoore, Calif., to July 31, and WCAW Charleston, W.Va., to May 31.

WCHN Norwich, N.Y.—Granted authority to sign-off at 7 p.m., EDST, for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

KOMB Cottage Grove, Ore.—Granted authority to operate specified hours for period ending April 30.

KXII (TV) Ardmore, Okla.—Granted request to reconsider and set aside action of March 2 granting which authorized change in ERP from vis. 214 kw, aur., 107 kw to vis. 171 kw, aur. 85.5 kw; change in studio location and other equipment, and dismissal without prejudice.

Actions of March 29

KWSD Mt. Shasta, Calif.—Granted acquisition of positive control by **David Rees** through purchase of stock from **Arthur Adler.**

WZYX Cowan, Tenn. — Granted relinquishment of negative control by each **Charles Roy Morris** and **George W. Claiborne** through sale of stock to **James F. Spencer.**

KDAC Fort Bragg, Calif.—Granted involuntary assignment of license from estate of **Edward A. Mertle** to **Ardith M. Mertle.**

WKSK West Jefferson, N.C.—Granted assignment of license to **Childress Bcstg. Corp. of West Jefferson.**

WISE Asheville, N.C.—Granted cp to install new alternate main trans. (present trans. location), employing non-DA D hrs. only.

WFLW Monticello, Ky.—Granted authority to sign-off at 6 p.m., for period April 1 through Aug. 31.

KGHM Brookfield, Mo.—Granted authority to sign-off at 6:15 p.m. for period April 1 through Aug. 31.

Actions of March 28

WCRM Clare, Mich.—Granted extension of completion date to Aug. 31.

WDLA Walton, N.Y.—Granted authority to sign-off at 6 p.m., EST, for period beginning April 25 through Sept. 30, except for special events when station may operate to licensed sign-off time.

WGYV Greenville, Ala.—Granted authority to sign-off at 6 p.m., local time, for period April 1 through Aug. 31.

WIZZ Streator, Ill.—Granted authority to sign-off at 6 p.m., local time, for period April 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

PETITION FOR RULEMAKING

American Broadcasting Company, New York, N.Y.—Requests institution of rulemaking proceedings to consider matters raised in FCC Public Notice "Sponsorship Identification of Broadcast Material", March 16, 1960.

Kern County Bcstg. Co., Bakersfield, Calif.—*Requests reservation of ch. 39 in Bakersfield, Calif. for non-commercial educational use denied by report and order and further notice of proposed rulemaking adopted March 24, 1960 and released March 25, 1960.

S. Nisenbaum, Oscoda, Mich.—*Request revision of Sec. 3.503(a) (2) to read as follows: "In determining the eligibility of privately controlled educational organizations, a noncommercial educational fm broadcast station will be licensed only to an accredited, educational institution, or its affiliated bodies. Said accreditation shall be by State Departments of Education and/or recognized regional and national educational accrediting organizations"; also, further request that no authorizations for noncommercial educational fm facilities, other than to accredited, educational institutions or affiliated bodies, be made by the Commission prior to its acting upon this petition *denied by memorandum opinion and order adopted March 24, 1960 and released March 29, 1960.

License Renewals

■ Following stations were granted renewal of license: WGAN-TV Portland, Me.; WJAR Providence, R.I.; WBRY Waterbury, Conn.; WDEV Waterbury, Vt.; WGUY Bangor, Me.; WHAV Haverhill, Mass.; WHEB Portsmouth, N.H.; WICH Norwich, Conn.; WIDE Biddeford, Me.; WILI Willimantic, Conn.; WJOY Burlington, Vt.; WKOX Framingham, Mass.; WKXL Concord, N.H.; WLAD Danbury, Conn.; WLLH Lowell, Mass.; WMAS Springfield, Mass.

PROMINENT BROADCASTERS Choose Stainless TOWERS

Ben McLaughlin, Vice President and General Manager

WICU CHANNEL 12
ERIE, PENNA.

Mike Csop, Chief Engineer

And here are their reasons:

* Stainless EXPERIENCE in design and fabrication of towers
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

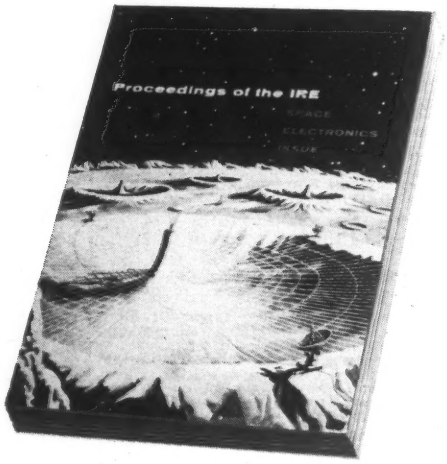
Ask today for free literature and information.

Stainless, inc.
NORTH WALES · PENNSYLVANIA

APRIL PROCEEDINGS FOCUSES ON

SPACE ELECTRONICS

VITAL NERVE CENTER OF MAN'S EXPLORATION OF THE UNIVERSE!



Man's escape from the confines of his planet offers him revolutionary opportunities for performing whole new ranges of scientific experiments, notably in such fields as astronomy, physics and geophysics. Electronics, because it provides the vital nerve system for such experiments, will be at the very center of these new exploits in space. Moreover, earth satellites, possibly in a 24-hour equatorial orbit, promise to open a new era in global communications in which almost limitless bandwidths may become available at relatively low cost.

Comprehensive Report On The Present And Future Role of Electronics In Space Exploits

In this important special issue are articles on propulsion, navigation and guidance, communication, tracking and surveillance, telemetry and instrumentation and measurements. There are over 50 of these studies, each one contributing to the radio-engineers' interest in space — for performing new scientific experiments, global communications and space travel.

This Space Electronics issue is another in the many services offered members of the IRE. Non-members of the Institute of Radio Engineers, however, are invited to reserve a copy of this vital report by returning the coupon below, today.

PARTIAL CONTENTS OF THIS APRIL SPACE ELECTRONICS ISSUE:

"The NASA Space Science Program"

"A Comparison of Chemical and Electric Propulsion Systems for Interplanetary Travel," by C. Salzer, R. T. Craig and C. W. Fetheroff

"Photon Propelled Space Vehicles," by D. C. Hock, F. N. McMillan, and A. R. Tanguay, Radiation, Inc.

"Interplanetary Navigation," by G. M. Clemence, USN Observatory

"Navigation Using Signals from High Altitude Satellites," by A. B. Moody, USN Hydrographic Office

"Inertial Guidance Limitations Imposed by Fluctuation in Gyroscopes," by G. C. Newton, Jr., MIT

"Propagation and Communications Problems in Space," by J. H. Vogelman, Dynamic Electronics-New York, Inc.

"Communication Satellites," by D. L. Jacoby, U. S. Army Signal Research & Development Lab.

"Interference and Channel Allocation Problems Associated with Orbiting Satellite Communication Relays," by F. E. Bond, C. R. Cahn and H. F. Meyer, Ramo-Wooldridge

"Solar Batteries," by A. I. Daniel, USASRDL

"Extra-Terrestrial Radio Tracking and Communication," by M. H. Brockman, H. R. Buchanan, R. L. Choate and L. R. Malling, NASA-California Institute of Tech.

"Tracking and Display of Earth Satellites," by F. F. Slack and A. A. Sandberg, AF Cambridge Research Center

"Interplanetary Telemetering," by R. H. Dimond, Radiation, Inc.

"The Telemetry and Communication Problem of Re-Entrant Space Vehicles," by E. F. Dirsa, Admiral Corp.

"Radiation and Instrumentation Electronics for the Pioneer III and IV Space Probes," by C. Josias, California Institute of Technology

"Applications of Doppler Measurements to Problems in Relativity, Space Probe Tracking and Geodesy," by R. R. Newton, The Johns Hopkins University

"High Speed Electrometers for Rocket and Satellite Experiments," by J. Praglin and W. A. Nichols, Keithley Instruments, Inc.

REMEMBERS THE MAN

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street,
New York 21, N. Y.

Enclosed is $3.00

Enclosed is company purchase order for the April, 1960, issue on Space Electronics.

All IRE members will receive this April issue as usual. Extra copies to members, $1.25 each (only one to a member).

Name.....

Company.....

Address.....

City & State.....

OUR RESPECTS TO . . .

Richard Ellis Ryan

If you have a worthwhile civic program to put over in San Jose, Calif., there's one sure-fire formula for success: get Dick Ryan behind the project.

In the little more than a dozen post-war years that Dick has lived and worked in San Jose, while he has risen from salesman at KLOK to station manager, he has had time to work on hospital boards and for the Community Chest. He has served as president of the PTA group in nearby Los Gatos (site of his family residence until last month's move to Campbell, another San Jose suburb) and as a director of the Better Business Bureau of Santa Clara Valley.

Dick helped establish a church of his denomination — Church of Religious Science—in San Jose, starting by literally hiring a hall and having services piped down from San Francisco (a matter of 50 miles) each Sunday, no local minister being then available. Today, the congregation listens to its own pastor in its own church building.

Up the AAW Ladder ■ In his own world of advertising, Dick has played a role far beyond that of the average executive who figures he's done right by his professional field if he attends ad club meetings on an average of once a month. He began by working in his own local group, the San Jose Advertising Club, which elected him president in 1950. This got him actively into the Advertising Assn. of the West, western counterpart of the Advertising Federation of America, made up of all the advertising clubs in the nation's westernmost states, now including Alaska and Hawaii as well as those on the Pacific Coast and in the Rocky Mountain area.

At AAW, Dick has held virtually every office in the organization. He was vice president for the fourth district (including seven ad clubs in northern and central California and one in Reno, Nev.) for two years and then was elected to the thankless job of treasurer in 1955. The next year he assumed the even more thankless position of chairman of the AAW appropriations committee. In 1957, he was elected AAW secretary. The following year, at the Vancouver convention, he became senior vice president and last June, when AAW members held their annual session in Tahoe, they made Dick their president.

Crusade for Better Ads ■ Since then, Dick has been stumping the West, campaigning for better and more believable advertising. Advertising that misrepresents the goods or services it purports to sell or that directly or by implication leads the public to expect something more than the advertised product or service can deliver is all-around bad advertising, he declares. It's bad for the advertiser who sponsors such advertising, bad for the agency which places it and bad for the medium that accepts it. Most serious of all, he feels, any bad ad is bad for advertising in general, for people misled by one advertisement tend to become cynically distrustful of all advertising.

The KLOK manager made a survey of San Jose business and professional people and reported 95% did not believe advertising claims made for cigarettes, drug products and jewelry. As AAW head, he's pushing for member clubs to set up ethical advertising committees to discourage objectionable ads. (BROADCASTING, Jan. 25).

Born March 10, 1911, in Connorsville, Ind., Richard Ellis Ryan is a by-product of the Culver summer naval school (1928), Phillips Exeter Academy (1929), Dartmouth (1929-31) and Northwestern (1931-32). It was at Dartmouth he received his indoctrination into advertising as a space salesman for the college humor mazagine, *The Jack O'Lantern*. Never satisfied with a slice when the whole cake is at hand, Dick went into the advertising agency business in his sophomore year, writing ads for his accounts and placing them in the local papers.

If Dick or his clients had known about the value of radio as a local medium, he might today be an advertising agency tycoon. But they didn't and when he left Northwestern he turned his back on advertising for life insurance. This move was encouraged by his father, who maintained that selling life insurance was a sure-fire method of learning to sell anything.

KLOK'S RYAN
Sold by tales in Pacific

Selling Feat ■ Dick proved to be an apt student. In six months he sold a quarter of a million dollars worth of insurance in Cleveland, quite an achievement for 1932 when the depression was at its deepest. In addition to his commissions, he won an all-expense Caribbean cruise for him and his bride, Nancy Rossow, the daughter of the commandant of Culver Military Academy. Dick had met Nancy during a visit to Culver as an alumnus and they were married in December 1932.

Despite his early success, Dick left insurance after two years for automotive sales, starting as a lecturer at auto shows for Pontiac and soon becoming that company's district manager in Wilmington, Del. His territory extended into all of the surrounding states and kept him traveling five full days a week, so it was with no regrets that he switched from cars to tires as a salesman for Lee Tire Co., a job he kept until 1941, when he joined the national preparation for war by spending a year in an Indiana munitions plant.

Dick spent the war in the Navy, with 13 months in the Pacific, and was in on the invasion of Okinawa. As a member of the task group that took the first Marines into Nagasaki for the occupation, he can testify personally to the effectiveness of the atom bomb. It was in the Navy he got his first training in communications. More important, the Navy introduced him to Dick Bertrandias, who had been an NBC producer and who so regaled him with the wonders of radio that at war's end, discharged as a lieutenant, Dick resolved to break into commercial radio.

Ryan Meets Radio ■ A second determination, shared by many another midwesterner in the services, was to stay in California. Dick fulfilled both purposes during a visit to San Jose, when he met Ed Barker, owner of KLOK. He had little trouble convincing Mr. Barker that anyone who could sell life insurance and automobiles during a depression could sell radio time in the post-war boom era with ease. He joined the KLOK sales staff and by 1950 had worked his way to the top of that department and become commercial manager. In 1955 he added the duties of general manager.

Dick's hobbies range from model railroading to full scale sailing. He spends many weekends teaching his ten-year-old daughter Carolyn, the delicate technique of trout fishing and the whole family shares a keen interest in Arizona dude ranching.

Chicago postlude . . .

BROADCASTERS met face-to-face with their government regulators in Chicago last week. The results were not particularly illuminating.

It was a subdued convention of the NAB. Delegates were distraught over the sudden loss last month of their dedicated president, Harold E. Fellows. And they were agitated over the FCC crackdowns and Capitol Hill bombardments.

But they kept their equilibrium. The enormous job of policy direction in this time of crisis had been picked up by a three-man committee of seasoned broadcasters who are enlisted for the duration, until a new president is found. Dissidents out of sympathy with the NAB aren't rocking the boat. They will await new leadership before considering reorganization moves. This is as it should be.

. . . Confusion compounded

BROADCASTERS looked expactantly to the annual panel discussion of members of the FCC. They hungered for guidance to replace the uncertainty surrounding the FCC's March 16 notice on sponsor identification. What ensued was a cataclysm of confusion. The five FCC members who participated in the Section 317 discussion were sympathetic and sincere, but they pulled in four different directions in their interpretation of the application of 317. There were broad and there were narrow views, but each commissioner expressed his personal views only.

To us it was evident that the FCC really didn't understand the complexities of the sponsor identification problem. They had had access to most of the questions which had been submitted in advance and, indeed, had either written out or thought out their responses (one wag wondered whether this wasn't rigged quizzing).

The FCC has agreed to consider comments from broadcasters on the Section 317 notice. These are due May 2. But it didn't stay the effectiveness of that order as two of the five voting commissioners proposed. We think that was a mistake, and we believe that perhaps other members of the commission were persuaded, after their participation in the Chicago meetings that they had acted without appropriate consideration.

Broadcasters are left to their own devices in their application of the new notice. We doubt whether a majority of the commission will move summarily against stations which in good faith adopt the broad and liberal interpretation of the panel participants as against those who narrowly hold that every single record or "hand-out" be precisely labelled and immediately identified. This crazy-quilt programming is proving far more offensive than the purported evil it is supposed to correct.

The Section 317 notice was a staff document. The staff members who drafted it were not in Chicago last week because of budget limitations and perhaps of policy fraternizing growing out of the Oversight Committee frenzy. They should have been there. If they were familiar with broadcasting problems and with the sincerity of most broadcasters, such assinine effusions as the Section 317 notice would not have been fed to the FCC.

There's another object lesson in the Section 317 hysteria. Suppose the FCC should essay to go into program controls (we call it *per se* censorship)? There isn't a government building in Washington big enough to house the staff that would be required. And the budget needed soon would exceed the national debt. The public would be in the same boat as the comrades under the shadow of the Kremlin. A better example, closer to home is in Cuba where all of tv now is in the hands of Castro's bearded beatniks.

Make way for fm

FM WAS the NAB convention sleeper last week. The Fm Day program drew a packed house that surprised fm's most ardent rooters, and fm has always been noted for the ardor of its backers. The convention closed with many delegates convinced they'd better file for an fm permit before it's too late, especially in large markets.

The reasons for fm's prominence at Chicago were simple: Set makers are finally getting interested because they see a mass market for receivers plus a potential market for fm auto radios; programming is becoming more diversified, moving out of the long-hair bracket into a wide range of service; networking of service is developing—and with sponsors, too; fm's boosters are no longer regarded as overenthusiastic talkers whose hopes aren't matched by facts.

There was a tendency among some fm backers to overrate fm's progress, a natural result of the scant basis for a natural optimism that prevailed in the past. Fm has a long, long way to go. But all who took an appraising look at fm's present posture were in agreement that the medium must be taken seriously. And many of them were wondering if fm poses a threat to am broadcasting, in view of fm's amazing growth in Europe.

Sixty useful years

TWO of broadcasting's outstanding citizens were honored last week at the NAB convention in Chicago. Clair R. McCollough, president of the Steinman Stations, received the coveted distinguished service award and FCC Commissioner T.A.M. Craven was given recognition as the recipient of the engineering achievement award.

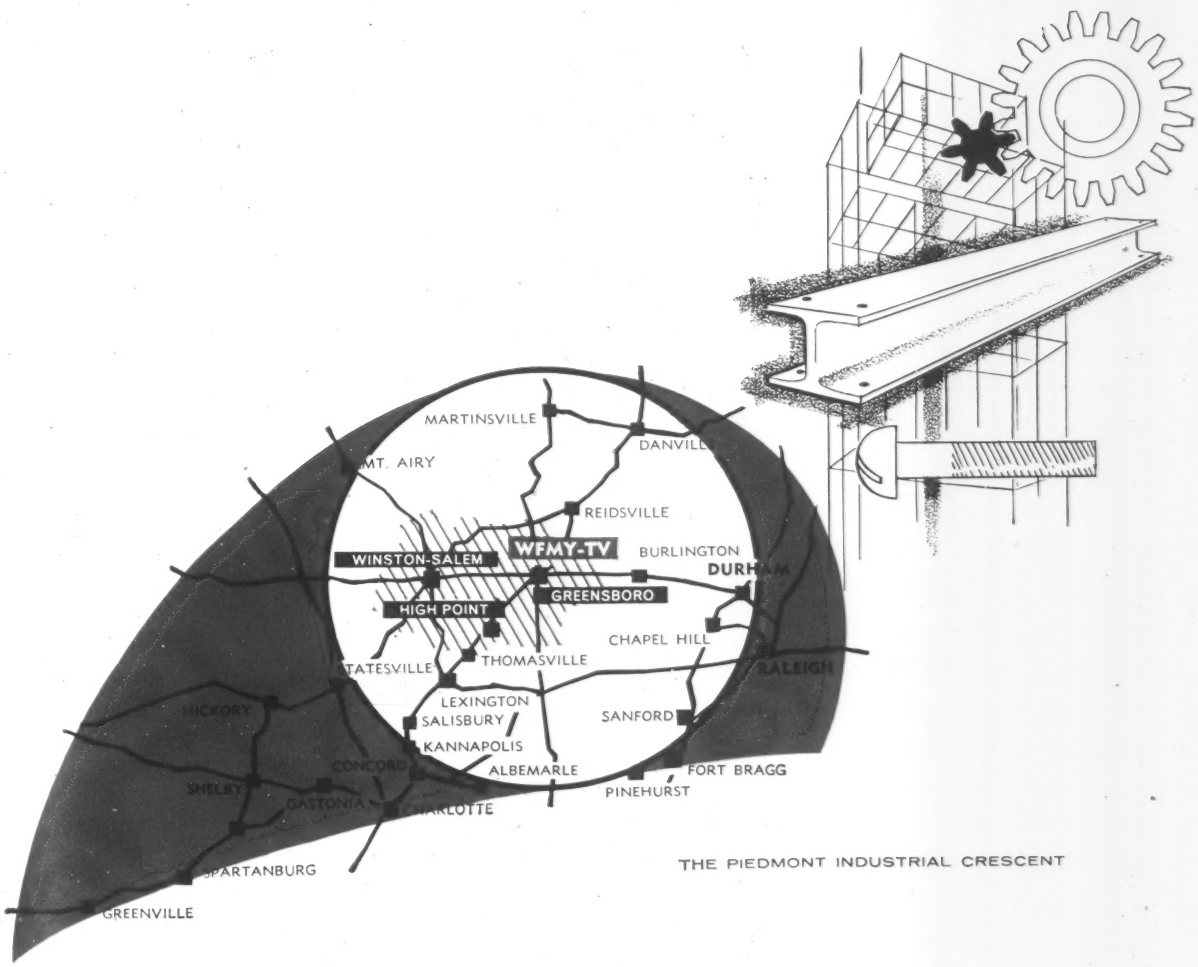
The careers of these men have not been parallel professionally although they cover the same time span. Comdr. Craven, reared in the Navy tradition, exemplified leadership qualities from his Naval Academy days. He is serving his second separate term on the FCC—the first man in history to do so. His prowess in diplomacy has been demonstrated many times in international communications conferences where he has never lost a battle. He is a public servant of the highest order.

Clair McCollough is more than a broadcaster. He is a broadcaster's broadcaster. His entire career has been with the Steinman Stations in his native Lancaster where his father was a distinguished editor. He has brought the grassroots concept into broadcasting affairs. His statesmanship has been reflected in almost every major development in broadcasting during 30 years of indefatigable stewardship.

We add our hearty "well done" to two of broadcasting's men of destiny.

Drawn for BROADCASTING by Bill Davey, KSTP-AM-TV Minneapolis-St. Paul.

"I'd like to trade a headache for an upset stomach."



THE PIEDMONT INDUSTRIAL CRESCENT

the STEEL industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's expanding steel industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 11th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS